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ABSTRACT

The symposium reported in this document was a cooperative project of people interested in parks and recreation, and particularly in the international aspects of the movement known as Sports for Everyone. The following papers were presented: (1) "Overview of the World-Status of Sport for Everyone" (Jurgen Palm); (2) "Development of Leadership and Sport in Asia" (Masaru Ikeda); (3) "The Uniqueness of Non-Formal Sports in Different Countries and Regions" (Lamartine P. Costa); (4) "Government: What is its Role in World Sports for Everyone" (Raoul Mollet); (5) "Future World Wide Trends in Sports for Everyone" (C. Carson Conrad); (6) "The Role of Volunteer Organizations and Volunteers in Providing Sports for Everyone" (Denny Neider); (7) "Some Trends in Scandinavia of Sports Promotion for Sports for Everyone" (Kalevi Olin); and (8) "Republic of China Sports Federation: Present and Future" (Chen-hsing Huang). (JD)

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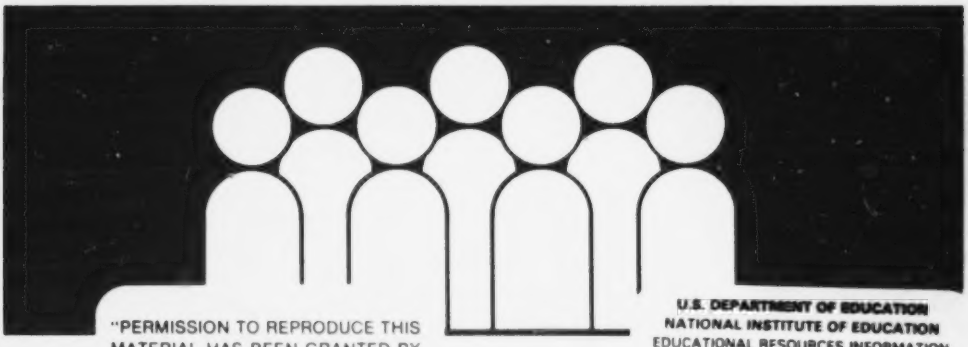
INTERNATIONAL SYMPOSIUM ON SPORTS FOR EVERYONE



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Proceedings

Joseph J. Bannon, Ph.D., Editor

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of Park and Recreation Administration

INTERNATIONAL SYMPOSIUM ON SPORTS FOR EVERYONE

PROCEEDINGS

edited by

Joseph J. Bannon, Ph.D.
University of Illinois

the Academy
of Park and Recreation Administration

THE ACADEMY OF PARK AND RECREATION ADMINISTRATION

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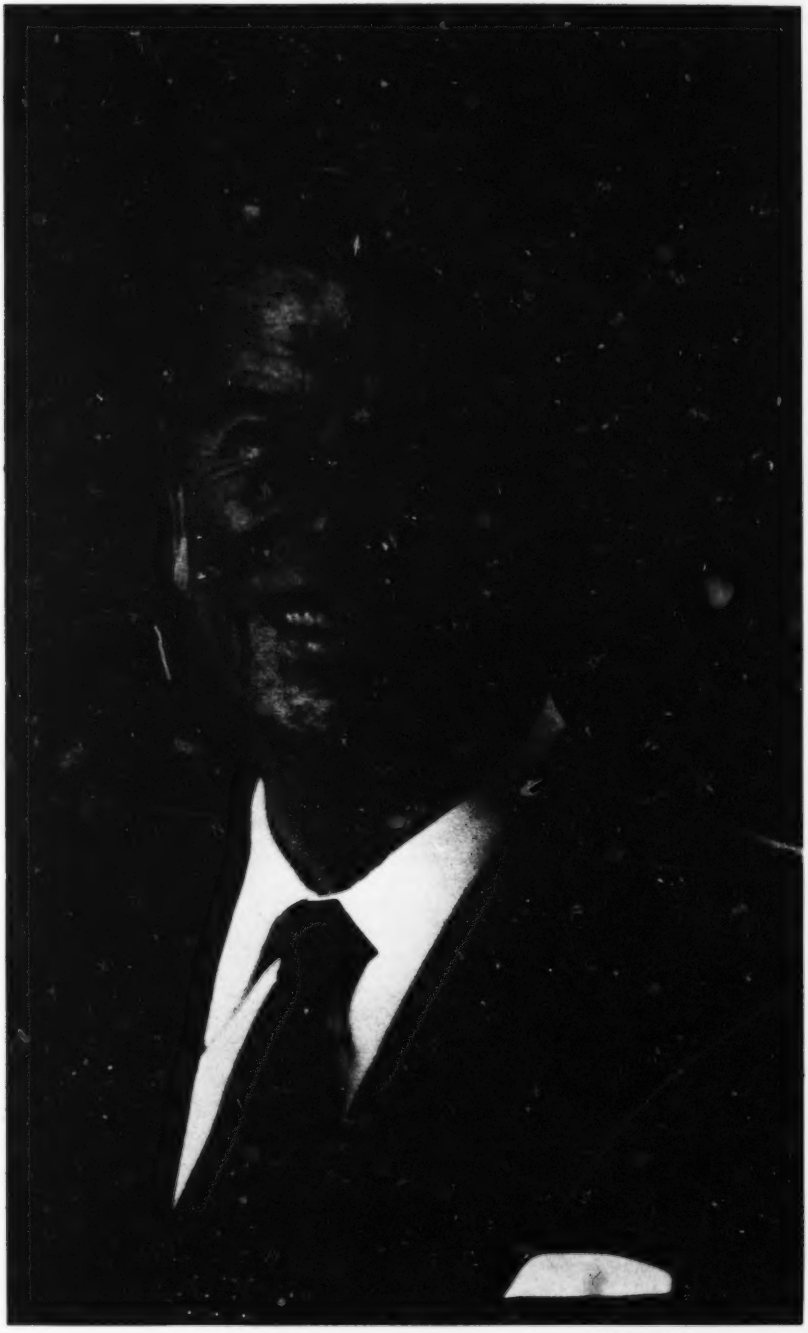
Dedicated to
World Wide Sports for Everyone



THE WHITE HOUSE

WASHINGTON

February 21, 1984

I am delighted to extend warm greetings to representatives of sports, recreation, and other interested fields as you gather for the International Symposium on Sports For Everyone.

One of the most visible and encouraging trends today is the growing interest in physical fitness and sports, a trend which I believe is worldwide in scope. Sports competition enhances personal vitality and health as well as the vitality of society. We all should renew our commitment to make regular physical activity and sports an integral part of our lives. The key to raising a nation's fitness level is qualified and well-trained professional personnel and volunteer leaders.

I commend sponsoring organizations for undertaking this in-depth conference to improve the fitness of people of all ages and to promote greater participation in physical fitness and sports activities. The international character of the program will challenge you to greater heights.

Because of my own experience, I am a strong believer in the importance of fitness and sports programs. You have my best wishes for an enjoyable and memorable visit to the United States.

Ronald Reagan

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Preface

The Academy for Park and Recreation Administration

The Academy for Park and Recreation Administration was very pleased to sponsor the "International Symposium On Sports for Everyone." The symposium directly relates to the stated objectives of the Academy:

1. To advance knowledge related to the administration of recreation and parks.
2. To encourage scholarly efforts by both practitioners and educators to enhance the practice of park and recreation administration, and to promote broader public understanding of the importance of parks and recreation to the public good.
3. To conduct research, publish scholarly papers and/or sponsor seminars related to the advancement of park and recreation administration.

In addition to the symposium, the Academy is working to carry out these objectives by publishing the *Journal of Park and Recreation Administration* quarterly and by producing a series of video interviews with distinguished park and recreation professionals under a program entitled "Legends in Parks and Recreation."

The idea for an academy was originally projected during the merger discussions of several park and recreation organizations that resulted in the formation of the National Recreation and Park Association. The Academy was formed on October 22, 1980, at the National Park and Recreation Congress in Phoenix, Arizona.

A resolution to establish the Academy and to pledge $100 each to assist with the costs of organization was signed by twenty-nine park and recreation professionals attending the meeting. Frank Vavdik, retired director of the Park and Recreation Department, Kansas City, was appointed temporary president, and David Laidlaw, director, Huron-Clinton Metroparks, Detroit, Michigan, was appointed temporary secretary.

At the first annual meeting, held at the Congress for recreation and parks in Minneapolis in 1981, fifty members were declared founding members of the Academy. Thirteen additional members were inducted at the second annual meeting in Louisville and ten new members were inducted at the annual meeting in Kansas City in 1983. The membership of the Academy is limited to one hundred members. Membership qualifications include fifteen years of active service in park and recreation administration and/or education, demonstrated ability in administration or education, professional leadership and demonstrated desire to contribute to the advancement of parks and recreation through participation in the affairs of the Academy.

We in the Academy wish to thank the supporting and cooperating organizations whose help made the "International Symposium On Sports For Everyone" possible:

*American Association For Leisure and Recreation, *Department of Army, Navy, Air Force and Marines, *Department of Defense Interservice Committee, *National Park Service, *National Recreation and Park Association, *Park, Recreation and Community Services Department of Anaheim, California, *President's Council on Physical Fitness and Sports, *World Leisure and Recreation Association, *Anheuser Busch International Inc., *Atlantic Richfield Company, *Department of Leisure Studies of the College of Applied Life Studies, University of Illinois, *Miracle Recreation Equipment Company, and *National Recreation Foundation.

Robert E. Toalson
President
American Academy For Park and
Recreation Administration
1984

Forward

The Olympic Games provide the most commanding single sports event in the world. The 1984 Games in Los Angeles vividly reminded us of this powerful interest in highly competitive organized sports by people everywhere. The last time the Games were held in the United States, they took place in Los Angeles in 1932. During those Games another notable meeting took place, the International Recreation Congress sponsored by the National Recreation Association of USA. President Herbert Hoover served as Honorary President of the Congress which was attended by several hundred persons from forty-two countries. The Congress involved a discussion of all aspects of recreation, park and other cultural programs and activities, and had a stimulating effect upon these programs throughout the world.

Somewhat analogous to the International Recreation Congress at the 1982 games, on the day before the opening ceremonies of the 1984 Games, the International Symposium on Sports for Everyone was held July 27, 1984 at Anaheim, California, one of the several sites of the 1984 Games. The idea for the Symposium grew rather spontaneously among a small group of Academy members. They realized that no organized meeting was being planned during the Games for people with specific interests in parks and recreation. Furthermore, they were motivated by the fact that in recent years there has been increasing world-wide evidence of the rapid growth of informal sports activities and the contribution these programs make to the total sports program and to meeting the broad leisure interests of people. These interests, they felt, warranted special emphasis along with the attention given to highly competitive sports at the Olympic Games.

Organization and Promotion

In order to secure the fullest expression of opinion and advice to conduct the Symposium, a national Symposium Planning Committee was organized with David Laidlaw, Huron-Clinton Metro Parks, Detroit, as chairman. The committee was of incalculable value, and without the active cooperation of its various members the Symposium could not have been a success. The Symposium is indebted to President Reagan for his letter of endorsement and to his Council on Physical Fitness and Sport for general assistance. Planning Committee members suggested various subject areas to be considered at the Symposium. These were reviewed and a final program format adopted insuring an international emphasis. Very

crucial, too, was the work of committee members in securing financial support for the Symposium.

The main responsibility for planning and carrying out arrangements and providing facilities in which to conduct the meetings fell upon the Local Arrangements Committee under the leadership of James Ruth, Assistant City Manager, City of Anaheim, and Christopher Jarvi, Director of the Park, Recreation and Community Services Department. To them and their able assistants are due deep appreciation and praise for most effectively anticipating the need of every delegate, making all the physical arrangements, and serving as gracious hosts. The work of this committee reflects high credit upon the City of Anaheim.

The Program

The Symposium program carried out the general objectives of the Academy for Park and Recreation Administration and its cooperating sponsors and supporters as listed by President Toalson. The Symposium attained the specific objectives set for it as outlined in the preliminary brochures announcing the program:

1. To take advantage of the unique opportunity at the 1984 Olympic Games to assemble a number of outstanding professional experts and lay sports leaders from various parts of the world to meet and exchange experiences, ideas and information about the rapidly growing movement involving Sports For Everyone.
2. To build interest in and support for developing existing programs and exploring methods of providing new programs in Sports For Everyone, and ways to meet the growing needs of these programs throughout the world.
3. To explore further ways programs in Sports For Everyone can make significant contributions to the health, fitness, and joy of people, and to a better quality of life and international understanding.

The program, from 8:30 AM to 9:00 PM, included nine papers given by international sports leaders from various parts of the world, each followed by a brief discussion period. Interchange among delegates was encouraged during breaks between each program, at the outdoor picnic lunch and entertainment, during the cocktail party, and while people viewed the displays of the financial supporters as arranged by the local committee. In spite of various disturbing influences accompanying the 1984 Olympic Games, the attendance was encouraging. Approximately 25 countries were represented by 150 delegates.

Finally, the 1984 Symposium on Sports for Everyone was a cooperative project of people interested in parks and recreation, and particularly in the International aspects of this movement. It was made possible by the very diligent work of the Symposium Planning Committee, the Anaheim Department of Parks, Recreation and Community Services that handled all local arrangements, the Department of Leisure Studies at the University

of Illinois, which provided extensive clerical assistance, and served as a general planning base for promotion, and the six sponsors who provided the necessary financial support for the Symposium. It was an inspiring experience, and to all those who helped, the Academy is grateful.

Allen V. Sapora
Professor Emeritus
Department of Leisure Studies
University of Illinois
1984

Introduction

The first International Recreation Congress was held in Los Angeles in July, 1932, on the occasion of the Xth Olympic Games. It is fitting and appropriate that the Academy of Park and Recreation Administration, U.S.A. sponsor, over fifty years later, the International Symposium on Sports for Everyone on the eve of the XXIIIrd Olympic Games. In his initial address to the 1932 meeting, Joseph Lee, one of our pioneers in the recreation movement, stated:

> "The sources of human life and happiness that we are seeking are international, older and more deeply rooted than our differences. Every nation has its song, its games, its art, its drama and its literature; each has its flag, the symbol of its personality; each brings its special contribution to the whole."

These words of wisdom are relevant today and take on even greater significance to us who are engaged in providing leisure and sport opportunities for all mankind. The Academy of Park and Recreation Administration is delighted that it has had the opportunity to invite representatives from throughout the world to participate in this important meeting. As the papers in these Proceedings indicate, scholars and practitioners have had the opportunity to share their experience as well as their research findings with colleagues from around the world. These important exchanges will help improve the quality of life of many citizens in our countries. It is hoped that these Proceedings will be shared with the many individuals who were not able to be present on this important occasion. Each of the presenters have diligently and with great effort prepared informative papers. To all of them the Academy extends its appreciation and gratitude.

In this introduction an attempt is made to briefly summarize the content of each paper. We feel certain that the discussion provided by each author will be of great value to educators, scholars and practitioners. It should be emphasized that each author's views may or may not represent the opinion of the editor or of Academy members. It is further emphasized that the editor did not take the liberty of interpreting the ideas and concepts of the author. Only copy editing was provided. Since some of the articles were presented in the language of the author, some minor inconsistency may exist in the translations. For this we apologize.

Author Jurgen Palm summarizes the activities that took place at the VIII Trim and Fitness International Conference, Stockholm, Sweden. He

points out that sport and games should be open to everyone whether they be "talented, highly skilled, professional, amateur, or just for a recreation experience." His presentation discusses the Australian "Life Be In It" program, the enthusiasm that exists in Czechoslovakia for sport, and the philosophy of sport in the country of Indonesia. He also comments on the activities that are taking place in Canada, Brazil, Great Britain, Italy, Japan, Switzerland and Poland. He describes the ten year sport plan in the USSR that has been developed for all ages and socio-demographic segments of the population. He concludes that today's spectrum of sport is rich and differentiated. Although sport programs in the various countries are different, there are a number of common trends and priorities.

Professor Masaru Ikeda describes the establishment of the National Institute of Physical Fitness and Recreation in Kanoya, Japan. He points out the objective of the Institute is to affect a positive force in the declining level of physical fitness and to address current problems in the maintenance and enhancement of the health of Japanese citizens. He points out that while educational programs for training physical educators in schools have developed greatly in Japan, little attention has been given to the training of program leaders and instructors for recreation activities. He emphasizes that the new institute will place great emphasis on research related to sport and physical recreation as it takes place in the community and in the workplace. Every effort will be made to contribute to international exchange and cooperation among scholars in the areas of Sport and Physical Recreation. He further states that there is hope that through research projects and special educational programs foreign students will become familiar with Japanese culture and way of life.

Professor Lamartine P. Costa discusses the social, political and economic concerns relative to the rising status of sport. He alludes to the recent efforts of UNESCO and IOC as they relate to the "Sport For All' movement. He emphasizes the need for further research in the theory and practice of sport programs. He also points out the critical need to develop new techniques for promotion of physical fitness activities. His basic premise is that each country must be encouraged to explore and meet its country's unique sports need and to organize its own sport initiatives. He effectively describes the history of "Sport For All" in Brazil. He points out the difficulties in carrying out this program as well as its successes and the impact it has had on the citizens of Brazil. He emphasizes that citizens in each community should play a major role in defining local sport programs. Government should play a significant role, but decision making should be left in the hands of the participants.

Raoul Mollet, President of the Belgian Olympic and Interfederal Committee discusses the role government should play in providing Sport For Everyone. He points out that as early as 1966 the concept of "Sport For All" was adopted as a major objective by the Council of Europe. He states that a successful Sport For All program must unite not only the citizens, their communities, their regional and national policy makers; but also

sport authorities, the sport medicine sector, the media, and the sport industry sector. He forcefully pleas that, as sport and recreation leaders, we have two important duties: (1) to evaluate the present trends in industrialized countries to determine the best ways to implement "Sport For Everyone" programs and (2) to urgently study alternatives that will provide opportunities for citizens living in Third World Countries. His paper also discusses the role of local authorities as well as the responsibilities of regional and national level governments.

Volunteers and voluntary organizations play an important role in the provision of Sport For Everyone programs. Denny Neider, Executive Director of the Canadian Parks and Recreation Association, thoroughly discusses this issue. He points out the dedication, hard work and year of preparation of thousands of volunteers that assisted with the 1984 Olympic Games in Los Angeles. Without them the event would never have occurred. His paper traces the development of sport in Canada from the year 1877 to present and the role volunteers played in its development. He cites that there are almost 50,000 independent volunteer and charitable agencies operating in Canada. He insists that volunteers are an important and vital community resource, often overlooked by the economist. In public recreation there is no substitute for this essential human resource. He points out that the strength of the volunteer sector lies in its independence, its flexibility, and its ability to take risks. The effective utilization of available volunteers and professional manpower are two key factors which will influence whether ample sport opportunities continue to exist for all Canadians.

Carson Conrad, President of the National Fitness Foundation, U.S.A., emphasizes the commitment of President Ronald Reagan for the Physical Fitness Movement in the United States. Mr. Conrad states that the National Fitness Foundation was established by friends of Physical Fitness and Sports in U.S.A. several years ago as an organization for marshalling private sector support and know-how for the fitness movement. Its principal task was to establish the United States Fitness Academy, whose purpose is to develop programs and provide services that will promote participation in exercise and sport activities by Americans of all ages.

He states that most nations emphasize that sports and physical conditioning for all are so important "that they should be promoted for all people and not just for the elite athletes, for women as well as men, for the old as well as the young, and for the disabled. Conrad further emphasizes the importance of marketing or selling the values of exercise. This is a prime function of countries involved in sophisticated Sports For All programs. He points out how countries, many of them represented at this meeting, see the wisdom of helping employees stay healthy and as a result we now have reduced worker lost time and increased productivity. He predicts that the 1984 Summer Olympics will be a major positive force in encouraging sport for everyone throughout the United States as well as throughout the world.

Dr. Kalevi Olin from the University of Jyvaskyla, Finland emphasizes that sport is an essential part of a country's culture. In societies like that of Finland and other Scandinavian countries there exists considerable agreement among the social institutions that the main goals for which they are striving are the general welfare, equality, solidarity and human rights for all people. The question, therefore, is whether physical recreation contributes toward the achievement of these goals, and if it does, how does it do it? He points out that Finnish physical recreation has its roots in volunteer-based citizen action groups. Dr. Olin points out that Sport For Everyone is not just a hobby or an activity. It is a way of life for Finnish citizens. He strongly suggests that a new kind of international cooperation should be established between the industrial and developing countries for the purpose of promoting the ideals of Sport For All around the world.

Professor Chen-hsing Huang of the National Kaohsiung Teacher's College in Taiwan discusses the importance and impact of the Republic of China University Sports Federation (ROCUSF). The foundation was created to promote Physical Education and Sports in Taiwan. ROCUSF is officially recognized by the Olympic Committee/Republic of China and the Ministry of Education. The organization encourages all colleges and universities to participate in international sport activities, while at the same time it directs intercollegiate sports competition, teaching and research in Physical Education. His paper traces the history and development of ROCUSF and more importantly it looks at the future direction as the organization impacts sports in Taiwan.

In order to provide these Proceedings, the assistance from many individuals was essential. We extend our appreciation to Ms. Neva Wright and Karen Andrews for their tireless effort in typing the manuscripts. A very special thanks to Katherine Dressel for the management of these Proceedings through the production and printing process.

Joseph J. Bannon, Ph.D.
1984

Overview of the World-Status of Sport for Everyone

by
Jürgen Palm, Executive Director of the German Sports Federation (Deutscher Sportbund)

"One of the most important socio-cultural phenomena in our time" (thus described during the VIII Trim and Fitness International Conference in Stockholm) and "the second great international movement in sport" apart from Olympics (thus quoted during the secondary plenary meeting of IANCS/IANOS in Magglingen) — such was the characterization of the development of Sport for All on the occasion of two world meetings in the year 1983.

Sport and games help man to orient his leisure, his recreation from work, his life's purpose and his memories of the past.

Sport and games are open for everyone who wishes to partake of them, be he talented or not, trained or not, courageous or not; and they leave it to everyone to give his activities the self-determined meaning.

The new movement unites us in the consciousness that sport can be of use to innumerable people; it therefore unites us in the duty to make sport available to all people and in the common effort to open all ways and means, bringing us closer to the aim of the new movement: the "Sport for the World."

The people I corresponded with were the executive directors of national sports federations or national councils on physical fitness and sport respectively, the heads of departments in this area or the general secretaries of national fitness institutions.

The answers I got came from the following countries:

Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Czechoslovakia, Denmark, Federal Republic of Germany, Finland, France, German Democratic Republic, Great Britain, Indonesia, Ireland, Israel, Italy, Korea, Luxembourg, Netherlands, New Zealand, Norway, Poland, Portugal, Singapore, Sweden, Soviet Union, Switzerland, Yugoslavia, United States of America.

The fact that this overview is based on materials of so many countries is in itself already remarkable. We are aware of the fact that this selection of countries covers — besides Africa — all continents of our globe.

Let us come to the first question: **What are the most important tasks currently?**

Life-styles are a complex pattern. Aware of this fact the beautifully designed Australian "Life. Be in it" campaign integrates its fitness programmes into more general lifestyle proposals also including diet, education, social communication and so on. The Australian campaign is promoted by a private company that needs the support of sponsors from business and industry. They have clearly understood that the practical development of sport programmes throughout the country cannot be based on advertising alone, but also needs a network in the sports organization. So since 1983, we find in Australia a joint programme between the "Life. Be in it" company and the Confederation of Australian Sports. Both offer their help to all levels of institutions by seminars, consultants, sports kits, publications and advice to find financial funds. It is remarkable to read in the papers from Australia that not only in Europe, where it has been obvious for a long time already, but also here, the local sporting club is seen as the single most important ingredient in the long-term success of fitness progammes.

That a mass sport event can be an enormous stimulus to sport for all in a country is shown in Czechoslovakia. 1985 will again be a year of the Spartakiade when millions of persons, especially women, all over the country will have participated in local events and 180,000 finally will come to Prague, not mainly to participate in competitive events, but to be part of high quality demonstrations in gymnastics and conditioning exercises in the largest stadium of the world which seats a quarter million people. But besides that, this country sees it even more important to have many little events than one giant: "Better 1,000 events for 100 participants than one event for 1,000 participants." Very popular are sport for all relays like the 1,000 times 100 meters swimming relay organized in 80 cities this year. This swimming relay lasts 36 hours. The relay principle has also been transferred to running where 1,000 times 1,000 meters are organized. For us, in the non-Socialist countries, it may be surprising that here in Czechoslovakia, one is very well aware of the fact that modern and well-designed advertising is a must for the sport for all development as can be seen in TV commercials, posters and brochures.

One of the key-words for sport for all of course in Europe is "TRIM." An artificial word in 1968, there are no direct relationships to this term in English. Trim started in Norway and from there first went into the other Scandinavian countries like Denmark. In this country, where with the help of the biggest newspapers and the Red Cross, very popular long

distance events for everybody are organized. One idea is tested in practice which seems to be worthwhile for export. Due to the fact that sport should be part of a healthy life-style, the Danish are offering combined programmes of information and learning on one side and sports participation on the other side. In four out of the fourteen counties of Denmark a test has been done which, besides aerobic sports, also offers lessons about training, food, tobacco and alcohol.

It is interesting that in so many reports from other countries the question of health plays an important part. So in Finland the relationship between physical activities and nutrition habits are the focus of a three-year campaign. It is, by the way, the food industry that helps as a sponsor for the programme. The traditional media of television spots, posters and slogans on movement and eating habits are utilized here. If the Guiness Book of Records would look for the world record in sport for all participation, then Finland very well might qualify. By number of inhabitants a rather small country, Finland is a very sportive nation. Last year orienteering sports had three million Finnish participants in 150 communities. Long-distance skiing attracts 1.2 million participants and Finland only has four million people. Under the name "SUI.AKE," the Finnish have started a motivation campaign in which those who are already physically active address themselves to the non-active in the family, at the working-place and in the neighbourhood.

Bearing in mind the current worldwide economic recession, the most crucial area for the development of sport for all in Great Britain during the next years will be focused upon leadership and participation. Therefore, the Central Council of Physical Recreation, the non-government ruling body of British sports, which will celebrate its 50th birthday next year, has created a basic training programme for sports leaders. It is called the "Community Sports Leaders Award" and has proven to be extremely successful. All over the United Kingdom younger and older persons desiring to become a sports leader participate in this basic programme which is being developed by local authorities, youth clubs, sports associations and a large number of educational establishments. Also to be mentioned from Great Britain should be the development of the Action Sport Demonstration Schemes for various target groups in problematic areas of the cities of London and Birmingham. The scheme is directed especially to ethnic minority groups, to the elderly and to the high amount of unemployed people. 50+ is the name of another programme for people of this age group.

The philosophy of sport for all and the enormous social benefits that sport can give to society have seldom been so clearly described than in Indonesia. It was the President of the Republic of Indonesia who put the inter-relationship between sport and society into a phrase which has be-

come the banner of Indonesian sport for all and has become as well known as a proverb. The meaning of "memasyarakatkan olahraga dan mengolahragakan masyarakat" translated into English would be "Sport is (important) for society, therefore society must be (in favour) for sport." Under this banner, Indonesia has developed a five-year plan directed to build up national physical fitness in all age groups. As far as I know, Indonesia is the only country in the world that has made a weekly group exercise programme obligatory for everybody. In this country, since March 1984, every Friday morning at seven o'clock in all factories, offices, schools, kindergartens, universities, department stores etc., and for the housewives at home, a ten-minute exercise programme with music has been introduced. Another area in which Indonesia does remarkable work is in keeping alive and giving a new popularity to games and activities of the traditional physical culture of this part of the world. In Indonesia and in many other countries now the old games, sports and dances are collected, analysed and published in a comparable way as formerly was done with traditional folk music and fairy tales.

Several projects are initiated in Ireland by the National Sports Council under the idea of "The Year of the Greater Involvement of Women in Sport." Special awards for women and mother-and-baby swimming classes are parts of that programme. As we have seen in connection with Belgium and Great Britain, special attention is paid to the persons over 40 and 50 years. The Irish developed a special strategy for that, also enlisting many of the national sporting organizations into the operation plans. Israel complains that the number of people engaged constantly in physical activities is rather low compared with other countries. The reason for that is seen in the fact that so far no strong and coordinated emphasis has been put on modern media advertising of the idea of sport for all. As can be seen in Canada, Australia and Brazil, it is necessary to have one national institution which coordinates the different organizations and potentials. So in Israel two to three major national sport federations founded a special Sport for All Association which is now preparing a national mass media campaign.

A strong and positive position should be held by the national government in the direction of the goal of sport for all. In Italy, the political powers and the Italian Government, as the result of the National Sports Conference held in 1982, have put forward parliamentary bills which will have to be approved by the Parliament and then are hoped to encourage the development of sport. Italy understands the role of sport for all as being an enormous factor of cultural and social value amidst the process of a changing society to obtain more well-being and health in the population; a new understanding of the quality of life as a positive and active attitude has to be promoted as an attractive concept.

One of the countries that is transforming itself with an unbelievable speed into a modern industrial nation is Korea, where the change of life-style patterns creates new tasks for sport. The Sport for All Korea Association sees the enhancement of physical fitness and the health level as a duty of national priority. "We believe that having healthier and more fit people in our society can provide the stepping stone for building a more harmonious, joyous and prosperous society for Korea in the future." The Koreans are conscious, too, about the relationships between physical and spiritual health, so here, the wide scope of the Asian way to look at life becomes visible.

The success of the SPS (Stimulating Participation in Sports) Programme in the Netherlands is bound to a broad and attractive choice of programmes on the local level. Therefore, in the Netherlands, there is still a strong development of the integration of sport for all in the different sports associations and especially on the local sports club level. In particular, the Dutch give their attention to sports opportunities for the many unemployed people; so they have developed a "sports during daytime" programme. Another target group which shows the inter-relationship of sport with the socio-cultural question is seen in the ethnic and cultural minority-groups of the country. The awareness of the importance of sport programmes to specific parts of the population seems to be very high in the Netherlands. The activities for the so-called street-corner people belong to the concept of the Nederlandse Sport Federatie.

Sport always has played a constitutive part of the New Zealander's life-style. But also here, things like sport for all are not left to themselves, but integrated into modern media educational campaigns. Obviously in New Zealand, too, the sports organizations have traditionally concentrated themselves on elite sport and now seek and receive help and assistance in redeveloping their programmes and advice on methods of marketing their activities more effectively. The New Zealand Council for Recreation and Sport works as a clearing house and as a centre of administrative support for the national recreation and sport organizations. Here again, we find it confirmed that for the national development of sport for all a coordinative force is necessary.

Besides Switzerland, Italy, Japan and Indonesia, Poland also has recently passed through the Parliament Sejm, a National Law which describes the role and rights of sport for all in this country. It also can be seen in Poland, like in other Socialist countries like Czechoslovakia and Hungary, that more and more the idea of sport for all, of physical culture is transmitted to the public in advertising methods and respective design qualities as brochures, posters, etc. The time devoted to sport for all on television and radio has been doubled compared to 1982.

Portugal which started its national sport for all programme seven years ago, concentrates now on two tasks. 1. Activities are published and offered in which the individual may participate without having to join a formal group. 2. The General Direction of Sports in Portugal tries to coordinate the efforts of many institutions and organizations in the private and public area to give sport for all a generally accepted image. Behind that is the opinion that the initiatives of different organizations will reach a larger proportion of the population.

In Singapore, as a rather young country with a short history and with a trend to develop its own national identity, sport becomes part of forming the society. In a few years more than three quarters of the population will be housed in new neighbourhood areas. Sport programmes in these neighbourhood areas are conceived as being a medium for people to get to know each other and to develop a neighbourhood identity.

Sweden, being one of the pioneer countries of outdoor sports and recreation sports, continues her systematic approach to the development of sports participation. "Make two out of three' is the leitmotif now meaning that the number of sports members should increase from two to three million people in this comparatively little population. The Swedish Sports Federation has made a plan for the years 1984 to 1987 and in this given one priority to the development of trim activities. The goal is to improve the possibilities for trim activities in the near surroundings in order to engage more inactive people. This may be an interesting coincidence with the main topic of the last International Trim and Fitness Conference which was held in Stockholm in 1984 and which dealt mainly with the provision of sports opportunities in the near neighbourhood. As in many other countries, the Swedish are working hard at influencing, and in consulting the special sports federations into a better marketing of the potentials in their sports, so to offer new forms of activities and organizational methods. Also the Swedish Sports Federation works on methods to gain better understanding among subsidizing authorities. The sports movement must better learn to act as a lobbyist in contact with the government, the political parties and the business world.

The USSR has developed a ten-year plan which is directed at all ages and socio-demographic segments of the population, from the kindergartens to the senior citizen homes. Besides this complex programme, there are special campaigns for different target groups, like a programme for workers called "The Whole Brigade to the Startline," for the general public "The Whole Family to the Sports Ground" and the Hockey programme "Golden Disk," the swim campaign "Neptun" and the chess programme "White Tower." The so-called health sport groups which offer conditioning exercises in different sports find the participation of 50 million people.

Sport for all is on its way into the sports associations. That is the definition that Switzerland gives to the current development in this country. To explore and to utilize the full potential of this specific sports programme in Switzerland, the National Sports Federation works in five-year plans with the national sports associations. Among these projects are the "Gymnastic Club 2000," which is considered to be successful, the "FIT WITH" programme as a fitness scheme which is also successful, the "Swimming Academy of Zurich" and the "Orienteering for Everybody" programme. The coordinative and cooperative position that the central sports federation takes is obviously economical and helps the sports associations to better understand the enormous possibilities that they have beyond elite sport. The Swiss Sports Federation helps with leader training, documentation and exhibition materials, advertising and public relation media and with service stations which provide sports equipment for Games Festivals, etc.

To develop a better consciousness for a healthy and physically active lifestyle, the cooperation with the medical profession is seen in Yugoslavia as one of the necessary conditions. The Yugoslavians try to develop the so-called medically programmed active recreation. Workers are medically examined, especially to their fitness status and then they are sent into specific vacation homes where daily activity programmes for groups according to the physical fitness level are given.

All of you here know much more than I about the fitness boom which takes place in the United States and which shows no signs of slowing down. The Europeans are very impressed by the fitness consciousness of the American society. From President Eisenhower to President Reagan, the first man in your nation always has been a leader in sports and fitness. I will never forget one of the best TV commercials I have ever seen: A man who vigorously, powerfully is cutting wood seen from behind and who, when turning around, is the President of your nation. Congratulations to the work that your leaders in fitness and sports like Casey Conrad, George Allen, Jim Lovell, Dick Kazmaier and many others have achieved. New steps have been taken in the USA to meet the growing challenges for fitness in your society. You have founded the National Fitness Foundation; you have founded the National Fitness Academy.

Let us come now to the second question: **Which are the activities with the fastest growing participation?**

The true and strong newcomer in the field of recreation sports in the last years has, however, been the revival of playing games. With that we not only mean racket games which have a boom around the world whether it be tennis or squash or table-tennis and badminton. Austria, CSSR, Korea, Denmark and Ireland belong to that group. In Austria, explains Friedrich Holzweber, we still have a boom in tennis, however, the rate of

growth is slowly going down, which should be normal when in a rather small country 500,000 people play tennis regularly.

But also the other sport games are in a flourishing period. Volleyball is still growing in Brazil, cricket and basketball in New Zealand, soccer in Indonesia and ice-hockey in the Soviet Union. A new type of event for games was created in Germany with the Games festivals.

A few weeks ago, Germany celebrated the 1,000th Games festival where a hundred different games for all ages are played. The biggest event was that in Berlin, where 55,000 people played together in one park on a Sunday. Games festivals now also are played in Austria, Switzerland, Brazil and Israel. The games festivals have two very strong branches. One is called the USA New Games and the other one is Traditional Games. So on the islands of Indonesia you can find exotic and colourful playing, fighting and dancing games which belong to a different cultural world.

Walking and mountaineering have become even more popular in many countries like Great Britain where in the Government's general household survey, walking was identified as being the most popular activity. In Norway hiking, walking and rambling are in the lead of sports statistics with 46 percent compared with skiing with 44.9 percent. Other countries like Netherlands, Israel, Italy and Indonesia report similarly, whereas Switzerland, Sweden and Portugal see orienteering especially growing. Canoeing and rowing have won new friends in Yugoslavia, Poland and Germany whereas sailing and windsurfing are mentioned as strongly growing sports in Finland, Israel, Poland and Czechoslovakia. Seashore sports play an important part in the Mediterranean countries, in South America, USA, Israel and Portugal. Israel writes: "All along the coast during the summer, there are meeting points where people can borrow, free of charge, sports equipment for beach activities. Also musical morning gymnastics and aerobic dancing are held on the beach."

But let us change our viewpoint and look at a third question. **Which are the characteristic trends in current sport for all developments?**

Obviously the connection of sport and health is one of the major topics. Norway has declared it a major political goal for the 80s. Germany conducts a four-year campaign with the medical profession. Austria combines nutrition, sport and health. Yugoslavia establishes medically programmed recreation plans. Italy, Finland and Korea work on strategies for new lifestyles.

That the further development of sport for all cannot be realized by one central operation system but needs nationwide network-systems, is another impression one gets from reading the reports of these 30 countries. We remember how important in the view of Switzerland it is to explore the potential of clubs. We know that in New Zealand the sports

associations get support to become able for a better marketing of their programmes. The success of the Brazilian programme lies upon the voluntary work of many thousand agents; and Finland has detected that the sports participant is the best medium to actively attract new participants.

But in spite of all the structural differentiation and the lifestyle discussion, there is still a great importance given to nationwide media campaigns. Israel is sure that only with a strong advertising programme can a new start for fitness consciousness be realized. In Australia, a cartoon type called NORM, who was absolutely unfit but later changed his mind, became an enormously popular character on the advertising scene. How could sport for all prosper without the help of the media in such vast countries as Canada and the USA?

Sport for all, trim and fitness, physical culture, mass sport — whatever you may call it — has gained in the last years a high reputation of being one of the important matters in our societies. The support of State Presidents, Governments and Parliament in ever more countries has helped for the advance of this position in the social and political value-system. Let us remember the enormous role that the President of the United States or the President of Indonesia is playing in this context. Or let us repeat that it was the Central Committee of the Communist Party of the Soviet Union that declared the importance of this side of sport.

Today's spectrum of sport for all programmes and developments around the world is surprisingly rich and differentiated. More than 50 countries have already developed their own national campaigns. By the end of this century, the figure may well be 100 countries. Although the programmes in the participating countries are different — which shows incidentally a desirable socio-cultural autonomy — there are quite a number of common trends and priorities in the worldwide development, such as:

National publicity campaigns with slogans and emblems including symbolic figures

Popular events for everyone to take part in (endurance, sport games)

Growing exercise of simple sports privately organized in the open spaces (hiking, winter sports, cycling, orienteering, aquatics)

New kinds of sociable events, not necessarily of a formal or durable character (jogging meets, courses)

Training of monitors and helpers of sport for all in order to introduce local and regional events

Programmes for special groups, such as the elderly, disabled, ethnic groups, women, families

Actions concerning certain themes of several years of duration, e.g., on health, on games, to expand programmes in sports federations, communities and clubs.

So, here we are, Ladies and Gentleman: amidst the process in which we can be proud to play a part.

There is, after this tour around the world, no doubt that in a little more than one decade, sport for all has become an international phenomenon and the fastest developing factor of sport in our time.

Development of Leadership and Sport in Asia

The Concept and Program of The National Institute of Physical Fitness and Recreation

by
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1. The Establishment of the National Institute of Physical Fitness and Recreation

Recent changes in lifestyle and life environment along with the economic development in Japan have brought about a declining level of physical fitness and serious problems in the maintenance and enhancement of people's health. As a result, people's interest in health and fitness has grown considerably. Furthermore, due to increased leisure time as well as the prolongation of the average life span of the Japanese, the need for sport and physical activity has increased significantly.

Therefore, it is important to provide a sport and physical activity environment for all people, from children to the elderly, as well as the handicapped. In this respect, a need for qualified individuals to instruct and administer proper exercise and sports programs in the community and workplace has emerged. While educational programs for training physical educators in school have developed greatly in Japan, little attention has been given to the training program for leaders and instructors in the community and workplace, with special reference to scientific knowledge and methods of health and physical fitness.

The establishment of the National Institute of Physical Fitness and Recreation is an ambitious answer to these needs for training qualified leaders and instructors in the community and workplace. The Institute has started its first school year from April 1, 1984.

In contrast with the training of school physical education provided by other colleges and universities in Japan, this new Institute places great emphasis on research related to sport and physical recreation in the community and workplace and education of leaders in those areas.

The Institute attempts to become a central institution for physical fitness and recreation in Asia through a variety of exchange programs. In order to seek this goal, exchange programs for students and researchers from Asian countries and other countries are greatly enhanced.

The Institute tries to keep desirable relationships with the local community through offering various kinds of health and fitness programs to the community people. The Institute also offers a variety of continuing education courses for leaders and instructors in the community, workplace and local governments.

2. Location and Environment

The Institute is located in Kogoshima Prefecture, which is in the southern part of Japan, and has been keeping in touch with foreign countries since the early days of Japan. Especially, Kogoshima played an important role in the modernization of Japan since the end of the Tokugawa era through the Meiji Restoration. At present, plans to make Kogoshima a central place for relations with Asian countries are augmented by taking advantages of the location.

The city of Kanoya, on the other hand, is the second largest city in Kogoshima with a population of 74,000 and is situated in the central part of the Osumi Peninsula. To date, the city of Kanoya has been developing as a central city in terms of politics, economy, culture, education, medical institutions and transportation in the eastern part of Kogoshima. The Institute is placed on a beautiful 370 square meter campus in the hilly district of the northwest section of the city of Kanoya.

3. Organization for Education and Research

(1) The Number of Students

There are two major courses at this institute: Physical Recreation and Sport Course and Budo (or Traditional Sport) Course. The Institute accepts 140 students every year and the total number of the students is 560.

(2) The Graduate School

The purpose of the graduate school at the Institute is to provide students with an advanced knowledge of theories and methods in sport science. The Master's Degree Program will be established in April, 1987.

(3) Centers

The Institute provides various types of research and educational centers:

International Sport Center. The main purpose of the International Sport Center is to contribute to international exchange and cooperation in sports and research activities. The Center provides not only opportunities for conducting international research projects with scholars from Asian and other countries, but also special educational programs enabling foreign students to become familiar with Japanese culture and way of life. Furthermore, in order to improve athletic performance at both national and international levels, the athletic hall, with resources for experi-

mental research, is located at the Center. Visiting scholars from both Japan and other countries are involved with the programs offered at this Center.

Foreign Language Center. The Foreign Language Center is in charge of formal language training in several languages and also provides a general program of research regarding the improvement of foreign language teaching methods and the development of its resource and materials.

Health Services Center. The Health Services Center provides first aid and medical care on campus with registered nurses in attendance. The full-time medical doctor is scheduled at regular hours daily and professional counselors are available for consultation. Medical examinations for the students and staff are conducted regularly by the Center.

Aquatic Sport Center. The Aquatic Sport Center offers educational opportunities and research facilities for a variety of aquatic sports and recreation.

(4) Organization of Faculty Members

The teaching staff at the National Institute of Physical Recreation in Kanoya belong to one of seven divisions designed for promoting research and educational activities. Each division consists of a sufficient number of professional staff, while the foreign language teaching staff belong to the Foreign Language Center.

The following are the seven divisions for the teaching staff:

(1) Physical Education and Sport
(2) Science of Physical Fitness
(3) Health Education
(4) Methodology of Sport and Recreation
(5) Budo (Japanese Traditional Sport)
(6) Fitness and Recreation Administration
(7) Humanities and Social Sciences

At the Institute, a variety of skill courses are offered by outstanding professionals possessing the scientific knowledge and methods for coaching. In addition, in order to assist research and maintain machines and equipment, full-time research assistants and technicians are placed in the laboratories and the Centers.

4. Outline of Programs

The Institute attempts to train a new type of leader who possesses both distinct instructional abilities and fundamental scientific knowledge in physical fitness, sport and recreation. Special attention is given to the following content of education:

(1) Fundamental courses in physical fitness, sport and recreation are required for all students in order to obtain basic theories, methods and skills.

(2) In order to become qualified leaders, students are encouraged to gain scientific knowledge in terms of the physiological, anatomical and health aspects of physical activities.

(3) Students are encouraged to take a wide range of sport skill courses while they are expected to develop their major sport at an advanced level.

Also, students are expected to learn scientific training methods in order to improve their athletic performance. Extra-curricular activities including intercollegiate programs are highly encouraged under an appropriate relationship with course work.

(4) Training courses and internships related to the management and administration of sport and recreation facilities are offered.

(5) A teaching internship in public sport programs and the workplace is emphasized for developing the student's ability in teaching.

(6) Students are encouraged to take the Humanities and Social Science courses related to physical education, sport and recreation. General education courses are offered in conjunction with professional education.

(7) Foreign language education is emphasized from a viewport of the importance of international exchange and cooperation.

(8) A student can obtain a certificate as "director of adult education" or as "health administration" through completing an appropriate number of required courses.

The courses offered are grouped into three areas: the General, the Major and the Related. The courses in the General are composed of both fundamental courses in physical education and sport science (13) and basic skill courses including Budo (8). All courses in the General are required for students.

Students are encouraged to deepen the theories and skills of their major through the courses offered in the Major and they also have an opportunity to select their minor. Three areas for the minor are offered: (1) sport and physical recreation in the community, (2) sport and physical recreation in the workplace, and (3) outdoor education.

With respect to the Related, students may take any courses in the General Education and the Professional Education according to their interest.

5. Facilities and Centers

In order to facilitate our purpose and function, the Institute provides high quality education and research facilities as well as a variety of Centers. In particular, facilities for physical education, sport and recreation are well organized with the highest quality and are also considered to function as research facilities.

The campus of the Institute is designed to provide the utmost in amenities and comfort to its occupants. Efforts are made to preserve the natural environment.

The following facilities and equipment are provided at the Institute:

(1) *School Buildings*. Lecture halls, class rooms, laboratories and offices are organized to facilitate education and research in convenient locations.

(2) *Centers*. The International Sport Center, the Foreign Language Center, the Health Service Center and the Aquatic Sport Center are established as both education-oriented and research-oriented service centers. The highest quality of equipment and full-time staff are provided in the Centers.

(3) *Facilities for Physical Education, Sport and Recreation (Indoor Facilities).* Swimming Pool: 25m, with experimental Swim-mill, Physical Activities Complex: Gymnastics and Dance Hall, Budo Hall, Kyudo Hall, Indoor Field, Bowling Alley. *(Outdoor Facilities).* Track and Field (400m track), Swimming Pool (50m, with Diving Pool), Soccer Pitch, Rugby Football Field, Field Hockey, Baseball Diamond, Gymnastics and Dance Field, 16 Tennis Courts, Team Handball Field, Softball Field, Archery Field, Golf Practice Course, Horseback Riding Grounds and Stable, Multi-Purpose Field, Outdoor Activities Field (Jogging Course, Camping Ground, Orienteering, etc.), Aquatic Sport Facilities (Yachting, Rowing, Canoeing, Surfing, Windsurfing, Skin-diving, etc.)

(4) *Experimental Gymnasium.* The Experimental Gymnasium is designed for experimental research in such fields as exercise physiology, biomechanics, biochemistry and psycho-motor behavior. Modern experimental equipment and machines are set up in this unique Gymnasium.

(5) *Library.* The Library at the Institute collects a great number of documents primarily on physical education, sport and recreation published in Japan as well as in Southeast Asia and other countries. These documents include books, journals, conference proceedings, theses, dissertations, bibliographies and unpublished papers. This library functions in an important role as the database on fitness and sports information in Asia.

(6) *University Hall.* The University Hall is designed to enhance not only the social welfare of students and staff but also their participations in extracurricular activities. Conference rooms, meeting rooms, a music room, locker rooms, a restaurant, a store, a cafe and other facilities are provided in the University Hall.

(7) *Facilities for Extra-Curricular Activities.* Students are encouraged to enrich their campus life through such extra-curricular activities as sport, art, scientific and cultural activities, campus life. Specifically, facilities for sport and recreational clubs are well provided in line with the purpose and characteristics of the Institution.

(8) *Residence for Seminars and Training Camp.* Students taking part in training camps and the participants of various open seminars are able to use this Residence, which also provides seminar rooms and other facilities needed for the convenience of training camps and open seminars.

(9) *International Exchange Center.* In order to facilitate international exchange and understanding among students and researchers, the International Exchange Center has been established. Furthermore, the residence is provided for both long-term and short-term visiting researchers.

(10) *Housing Facilities.* The Student Residence is located within the university campus with sufficient number of rooms and facilities, while the residences for staff are located off campus in convenient locations.

The Uniqueness of Non-Formal Sports in Different Countries and Regions

by
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There have been several attempts by analysts to characterize the present transition in sports practice and theory. In fact, "new sports" participation and interpretations have been spreading rapidly, following the so called leisure revolution, although not recognized in detail by most professional and academic leaders.

Probably the simple and direct concern about the rising status of modern sport — social, political, economic, etc. — should explain primarily the surge of alternative possibilities of sporting practice. This represents a natural tendency in many of today's societal activities, when elitism prevails or technical complications complicate the access of some population sectors, let alone when economic reasons appear as a key factor. By contrast, mass media often enhances the attraction of elites converting the population into public, but reinforcing simultaneously the active participation in its classical forms as well as alternatives.

This approach gives grounds for the appearance of sports "for all" or "for everyone" campaigns, initially with television as basic support but now diversified in means and propositions. Not by coincidence, these organized movements emerged in the end of the sixties in Northern European countries, since located in that region was the main effort to guarantee sports benefits to population majorities. The innovation, in those pioneer cases, was understood as an emphasis on participation rather than competition, with the parallel encouragement of simple games and exercises which could be adapted to different age and sex groups, as well as different living or working places of participants.

Progressively, the "Sport for All" campaigns, or "Trim" movements as they are called in Scandinavian countries and in central Europe, assume a variety of formats, sophisticated media coverage and occasional sponsorship. Once the preponderance of these initiatives was generated by government and private sport systems, the advancement in popular mobilization and simplification of activities met no corresponding attitudes of the

decision-makers from those occasionally called "formal" sports organizations. In short, the "new sports" have been basically a complement of "old sports" as they were innovative in methods not in concepts (Costa, 1981).

This assumption is to be appraised firstly with respect to marketing techniques and rationales in which the central source of decisions is entitled to follow up on its clients needs and impulses, maintaining the classical products in line with new ones. Therefore, inside one single marketing —oriented body, there is not necessarily a contradiction of Sport for All alternative methodological solutions with well-defined procedures. Actually, this latter movement has been growing more as a modernization practice for its sponsor organizations than as a reformation action.

Secondly, in terms of results, this "new methods with old concepts" approach caused an isolation of Sport for All leadership in many cases, and even in international exchange of knowledge, succeeding the traditional division among physical education, recreation and sports. Indeed, in most countries Sport for All is an exclusive issue of sports local system, generally supported by governmental or quasigovernmental agencies, as reported by McIntosh in 1980. Even the eight major international meetings on this subject held between 1969 (Oslo) and 1983 (Stockholm) — namely "International Conferences on Trim and Fitness" — did not yield the expected impact regarding sport in general concerns or in its professional and academic related areas.

Again, according to McIntosh (1980), "The growth of the Sport for All movement since 1966 has not been characterized by the use of a common term. Sport for All, however, is an adequate description of a movement which has taken many different forms and has become government policy under many different titles." This conclusion was confirmed later in 1983 by the participants of the 8th international meeting of Sport for All leaders, who decided to join the traditional sports conference and congresses, closing the sequence of specific gatherings. On the other hand, recent involvements of UNESCO and IOC with Sport for All propositions reveals identical motivation for mutual absorption. An expectation from this tendency, nevertheless, is the gradual changing of present-day sports' immoderate procedures from within its structure, diminishing on a long term basis the risk of stalemate positions or conflicts.

Conclusively, this evolution of alternative forms of sports might be lacking in updated conceptions for better understanding and to meet further demands of practice, theory and research. Such conditions would explain primarily the dependence of Sport for All on orthodox organizations. Furthermore, a simple examination of Trim and Fitness Conference reports evidences a remarkable stress on activities promotions rather than on a process of analysis and synthesis, reflecting the basic constraint of Sport for All to find its own identity as much as to be integrated in theoretical approaches to traditional sports, or physical education and recreation.

The related issue of marketing requirements, otherwise, overemphasizes activities — mainly games and exercises — with their organizational resources, since this latter science has been operating as a framework of knowledge for innovative sports propositions. Still, Sport for All leaders have been creating their proposals on perceptions of alternative needs of sports, very similar to occurrences of popular versions of medicine, agriculture, civil engineering, etc. This hypothesis finally suggests that the state of the art approach to Sport for All is to establish concepts as combinations of existing and generally accepted perceptions.

Moreover, Sport for All initiatives are naturally differentiated in grassroot levels, making valid a diversified interpretation for practice. In addition, marketing focuses essentially on activity promotions yet the relevant dimension is to be undertaken by the community, if some process of development is proposed. But as a postulate, the understanding of this key role of community in Sport for All has been much less effective than new organizational devices (Costa, 1983).

Under such circumstances the empirical observation of Sport for All actions points out a conspicuous trend, represented by the marketing approach with minor community engagement, and another one often unnoticed, expressed by community-centered initiatives, using appropriate technology of mobilization. Both extremes explain the large differentiation among campaigns and describe why preceding actions of the same sort have been able to be "for all" or "for everyone" at the time they join these most recent and comprehensive movements.

Within these limits of Sport for All diversity, at least in one case there have been opportunities to assess different positions between marketing and community approaches. Surely, the Brazilian experience in Sport for All is worth noting for its contribution to develop new theoretical concepts on sports practice, as it had a peculiar evolution on a step-by-step basis without the common compromise between organizations and leaders' reputations. More specifically related to this case, the present text is aimed at disclosing the needed characteristics of alternative practices of traditional sports, in the matter of introduction. Also underlying this work is a basic premise: each country or distinct region must be encouraged to explore and meet its unique sports needs and to organize its own sports actions.

Effectively, the case history of Sport for All in Brazil is the first one of demarketing a campaign, looking forward to the necessary balance between marketing and community approaches. The main reasons for this conscious decision might be summaried as follows:

1. There were sound difficulties in sustaining an overall campaign with one single line of coherence (mark, proposals, slogans, etc.), facing similar initiatives at local and regional levels. The national campaign was launched in 1977 but there were previous community sports alternative and self-generated actions since the 1910's (popular footbal),

the 1920's ("Public Recreation" in streets with adapted volleyball and other activities), the 1930's ("Holiday Meetings" for children's play or exercise), the 1950's ("Leisure Streets") and the 1960's to 1970's (large groups promotions).

Also, in 1975 a private TV network with the best national coverage started the "Mexa-se" (Move Yourself) campaign with commercial sponsorship and a four month duration. Until now, in many parts of the country people used the mentioned slogan as a colloquial expression, which clearly proves the promotion's impact. Then, in 1978, when the Sport for All campaign was brought to an end, there were 22 organizations carrying out some form of unstereotyped sports programs, with government or private support under seven different denominations.

2. The country is a cultural and ethnic mosaic with great social, educational and economic inequalities. In this context, many population sectors normally tend to find alternative solutions, explaining the premature — taking into account the "new" Sport for All point of view — appearance of simplified forms of sport:

Such diversity always recommends to simplify procedures and to decentralize initiatives even when modern technology is applied. This was the operational choice to convert the campaign into a movement of many regional actions, after two years working to mobilize nearly ten million participants and about eleven thousand volunteer helpers.

Six years and many organizational tests passed, and now the Brazilian Sport for All movement comprises an outstanding variance of involvements, interpretations and denominations, according to local cultural background. As most activities are traditional or nearly so, the movement's theorists' common approach is "new conception with old methods," in opposition to the perceptible conduction of major sports system-shared campaigns. It is equally important to consider the seventy year old practice of alternative sports in the country. These generally accepted and perceptive pioneer activities have been fully announced and became the basic references to present and future proposals of the movements (Costa, *et al*, 1984).

Of course, correspondent phenomena of self-generated sports venues are plausible to other countries whatever cultural tendencies or technological level may be. In some cases of individual, group or organization discoveries of non-conventional sports practice, the logic of their usefulness is so obvious that the innovators remain unaware of dealing with a new technical category. Such an expressive situation was identified among others in two prominent demonstration initiatives of the Brazilian movement's present stage: Sorocaba, an industrial town (300 thousand population), and Itapira, a commercial and agricultural center (50 thousand) where open public spaces were adapted to simplified sports and leisure programs. Although the first national Sport for All campaign was activated in 1977, the Itapira case was promoting stable events since 1969, as an

alternative to physical education of local institutions. The former case also started its community recreational projects in 1972 and was dedicated to expand games and exercises as leisure possibilities in the neighborhood of participants (Costa, *et al.*, 1981).

With the appearance of the national campaign both groups of promotions did not classify themselves into the new propositions and methods, just as they had to be provided with more than simple information and motivation demands. As long as they were local leaders and professionals of physical education or recreation, they were accustomed to receive the support from external enterprises. Reversing the campaign proposals from 1979 onwards, they were finally mobilized according to their own perspective of participation, in successive stages of contacts, discussions and direct training.

Arising from these examples — especially the "Mexa-se" television campaign — there is a significant conclusion: exaggeration in marketing efforts, putting aside individual, groups and community involvement, is a complication of simple and traditional tasks. Underestimating modern technology is also a complication, if the real requirement is a comprehensive communication. Moreover, the dilema of complex versus simple solutions seems to be peculiar to alternative choices in conventional ordered environments. This might be the reason which motivated Per Hayge Moe (1983), the Norwegian Trim pioneer, to advise his international counterparts against the complication tendency of Sport for All actions.

The latter conclusion's coherence becomes more clear if the formal versus alternative solutions conflict is to be accepted as a normal process of interdependence and not as a contingency. In other words, the dialectic interpretation is a convergent possibility to establish concepts of the Sport for All issue, as well as the necessary unification of past experiences.

This sort of critical analysis has been performed since 1981 as a natural consequence of the evolution of Brazilian Sport for All practice and successive reorganizations, rendering an important amount of observations, discussions and studies, first at the national level and later at international events (Costa, 1983). One relevant outcome of this knowledge development is the formal/informal/non-formal framework which was initially adapted from UNESCO definitions (1979) on life-long and adult education, but now assuming configuration and content appropriated to non-conventional sports conditions. This model also seems to offer the possibility to integrate concepts of sports, physical education and recreation in their related subjects, as well as it is a contribution to reshape sports definitions as a whole.

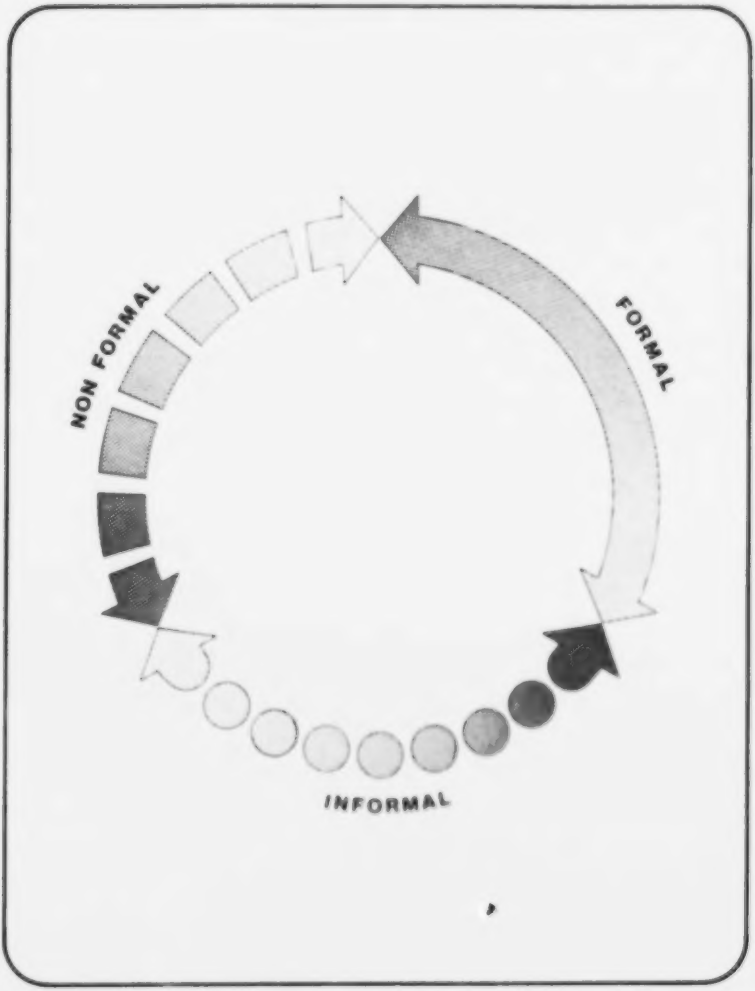

FIGURE 1

The three dimension FIN model is depicted in the scheme of figure 1 and its empirical characterization is presented as follows:

Definitions

Formal activity is a continous flow of actions with ordered and stable components, which applies the fundamental purposes of standardization, synchronization and maximization. Non-formal activities are complemen-

tary and discontinuous versions from formal events with different degrees of utilization of their original components, aiming at the fulfillment of contingent needs. Informal activities are independent and self-governing actions performed by individual or group in the attainment of their permanent or casual requirements.

These three possibilities are integrated in a continuum of overlapping interrelationships of daily life, work and leisure occurences. Thus the formal components decrease progressively in quantity, outside their specific environment, changing their fundamental characteristics and diversifying non-formal alternatives. When arrangements become autonomous from formal involvements, the activity is considered informal. Though peculiar in nature, the three types of events have a mutual dependency, with a clear and general predominance of formal dimensions which present the best control capabilities. This dependency, otherwise, is based on information, the only regular component found at any part of the continuum.

Orientation

The FIN model is a dialectic one. The formal is an original direction while non-formal and informal are opposite and their unification is at the same time. In academic terms, this represents one adequate possibility to analyse sports as a process instead of activities. Being naturally self-sufficient, formal is virtually isolated from its alternative non-formal and informal, however the continuum interpretation makes possible the aggregation of different perceptions in one consistent conjunction. This open — system approach is able to provide integration to physical education, sports and recreation, in the sense that they are separated only in formal concerns, equally to any other organized branch of knowledge or activity. At the environment of non-formal or informal practice, these three related areas are the same entity.

Another proposition of the FIN model is an individual, group and organization — centered continuum, with the meaning that each one of these can make the best possible choice among formal, informal or non-formal possibilities, combining components and concentrating efforts, with the skill and capacity available. Bearing this in mind, the marketing and community approaches from the recent sports popularization may avoid extremes of specialization, searching the best result for each specific situation.

Further, the concept generation for knowledge development is also a consequence of the individual, group and organization-centered continuum. Classified into the dimensions of the FIN framework, each proposition from observers or leaders may be compared and submitted to a synthesis, from which derives tool concepts for activity organization or new assumptions. This rationale is now being found, for instance, in the medicine of many countries, facing the rehabilitation of popular practices.

The FIN model also gives an orientation to the diversity of nomenclature in alternative actions of sports. As a superior category of classification, "non-formal" or "informal" are adjective forms whereas "Sport for All" and other names are substantives, which imply separate areas of activities. Since this latter conclusion is supposed to be contradictory with the existing physical education, sports and recreation, the solution is to qualify each traditional corpus of knowledge. Therefore, the substantive nomenclature of promotions is to be respected in order to emphasize individual's, group's and organization's initiatives. Similar standing was taken by technology as a whole, for which alternative versions are being generally accepted by the term "appropriate technology."

Management

The FIN tool concept is essentially an open-system approach to general organization of initiatives with different levels of expectations and contributions. Giving the necessary status to non-formal and informal, this framework acts as a management guide with emphasis on simplification and decentralization. This is also the opposite direction of modern bureaucratic enterprises, especially governmental ones. As a transition arrangement, the FIN option has a strong connection with attitude change and training as a key priority to be established.

The Brazilian FIN experience is already able to settle significant conclusions in these matters as, for instance, the distinguished role to be given to the professional or volunteer monitor. He and she now represent the movement by their actions and behavior as long as this intermediary position is the real point of integration of formal with non-formal and informal. During the marketing-oriented campaign's phase it was the central point of decisions which tried to do so, through messages of motivation and practice information. It seems more consistent now that this integration is better developed by trained mediators living in the same place as practitioners.

From this local point of decision, the messages are more adaptable to community reality whether using modern media — in the case of high standard of living or large extent areas — or personal contacts. In summary, in the beginning monitors were part of the campaign's actions, as currently the movement is complementary to the monitor's initiatives.

Technically, this FIN management is based on general reactions as much as on local opportunities and not in the usual flow of decisions. Because of this, the dialectic concept of "coordination through information" was developed with the meaning of directing media central production more to monitors and less to the general public. As a result, the movement presently has two basic and permanent prospects: training leaders and monitors, and maintaining the flow of information from these agents to the movement's own media. The communities' actions depend on their choices, traditions and trends. Therefore, the movement simply

collects agent's and communities' achievements and feeds back training preferences. This is also valid for technical developments in events' organization concerns.

Adaptation

The FIN model's being dialectic is presumed to be adaptable through processes of observation and events practice. This continuous knowledge development opposed to discontinuous situations is a simple representation of any natural environment, but it does not fit in the logic of formal organizations. As stressed before, modern management is very much connected with control which needs, by its turn, a continuity base. With the involvement of non-formal and informal, the degree of adaptability of the formal is on the increase, following the enlarged acceptable of discontinuity.

All sorts of non-formal sports situations are widely understood by the possibility of adaptation of activities to the majority of people. In operational terms, competition becomes less important than participation, when formal is integrated to non-formal. Regarding the discontinuity implied in non-formal participation, the new general FIN proposition for sports would rather be based on activities adapted to people and not the traditional opposite. Of course, in the matter of physical training with the necessary control, or competitions of the sports elites, the right and indispensable predominance belongs to the formal dimension.

Uniqueness

Having in mind the reversed participant-activity relationship, another consequence is the growing need of adaptation to local community and environment circumstances, when proceeding from formal to non-formal possibilities. The informal solutions, otherwise, are not gradual in nature, since each event is unique in the adaptation. In other words, recreation is a nonformal quality whereas creation is an informal accomplishment, as both are usual but controlled practice in a formal context.

Despite the bureaucratic constraints, the ultimate aim in formal organizations should be to search the best possible positions in relation to non-formal and informal combinations. This is a suitable proposal to marketing or community requirements as well, presuming both are participant-oriented with different methods and objectives. In this case or in any other, the strict obedience to specific techniques avoids adaptability. The intermediary choices are the best in any case, as long as the non-formal is often a synthesis of formal and informal combinations. Still, emphasizing the balance between people and organization demands, the non-formal, with its adjective nomenclature, is the general category to define alternative actions of formal organizations or branches of knowledge.

In observing these proposals, the validity of this theoretical development can be argued over facts of life and nature. However, modern society and its organizations are not sensitive enough to simple occurrences. In the

beginning of the Brazilian movement's experience, the interpretation of this lack was ideological — in the sense of ideals to transformations — among physical education teachers (Costa *et al.*, 1979), but later a more effective and practical position was searched. With the FIN conception, this problem is likely to become a pursuit of adequate organizational tools.

The developing countries and regions, in spite of their backward management practices, are more vulnerable to organizations' insensitiveness simply because the local communities have not, in this case, sufficient motivation to resist the government's and private enterprise's pressure to gain political results or shares of the market. Equally serious is the export drive from rich to poorer regions, which encompasses technical knowledge, besides other advanced factors. This trend is more clearly recognized in international relations, although it has the same importance in internal exchanges of continental countries like the USA, Canada, Brazil, the Soviet Union, etc. As a consequence, the local traditions are often obliterated by practices of more status.

Again the Brazilian experience is worth mentioning, just facing the competition between European-like Sport for All national campaigns and local sports traditions. After changing the direction of the propsed one single line of coherence, which was followed by the previous national initiative, there has been a constant effort to divulge the values of cultural forms of sports, with emphasis on appropriate technology, that is, local, low cost facilities or equipment development, as well as popular publicity (word-of-mouth, banners, etc.). In response, some sort of non-formal sports practices were found in about 25% of Brazilian municipalities, according to a 1983 survey (Ribeiro *et al.*, 1983).

Apart from this, there were not indications of a decrease in marketing oriented promotions, except for mass events in open spaces of large urban concentrations (Costa, 1983). In one particular commercial example — "Roda Viva do Esporte," Living Wheel of Sport, from the state of São Paulo — the distribution of fitness control tables reached the impressive amount of 14 million cards, with the mobilization of a complex logistic system and a costly advertising campaign.

With these empirical characterizations in mind, a fundamental conclusion is that each country or region is unique in developing its own non-formal sports actions or programs, if the cultural background is taken as an essential support. Further, in terms of international or inter-regional knowledge exchange, such uniqueness is defined by the following declaration:

> *Formal sports must be unique for every country or region to allow competition and development of sports. Non-formal sports must be unique in each country or region to improve participation and personal development. Both versions are complementary and offer opportunities for informal sports creations, as choices for discovering the uniqueness of sports in each person.*

In dealing with this proposition for reshaping the sports theory and practice, the common Sport for All approach is entitled to change from

its habitual form, using successful or influential case histories and performance achievements, to others with more technical content. As for the FIN model, it is presumed that a consistent approach should consider the noteworthy variables: people, organization and operation. Actually, this latter variable has been given much attention lately by Brazilian theorists. Table 1 outlines the recent advances (Costa, 193) in this area, which represents an integration of organizations with people in FIN concerns. In turn, for the Brazilian Sport for All movement, organization is

TABLE 1 — Formal/Non-Formal Operations.

Integrative Functions	*Formal Orientation*	*Non-Formal Orientation*
Segmentation	Aggregation: child-adolescent-adult-seminar	Interaction: individual-family-small group-community group-large group-community
Activity Participation	Process and Output: learning-training-working-objectives-standardization-synchronization-maximization-effectiveness	Process and Principles: participation-proposed actions-task mobilization-individuality-group identity-freedom of actions-common purposes-opportunity oriented-progressive adaptation-reactions oriented
Environment Participation	Activity: fixed location-permanent facilities-standard equipments-institutional focus-moving-to-event directed-limited space	Group: movable location-natural and public places-appropriate technology-communitary focus-moving-to-group directed-proposed space
Event Operation	Principles: teaching-coaching-managing-communication-order-discipline-continuity-program-control-defined responsibilities-efficiency	Process: group-activity-environment-opportunity-flexibility-simplicity-discontinuity-references directed localization; visual and oral informations; impact tasks; movings; main task; agents, etc.)-proposals directed (basic actions; opportunity tasks; group manifestations; purposes; rhythm; limits, etc.)-decentralized responsibilities-effectiveness
Event Preparation	Process: organization-planning-management-institutional marketing	Process: planning (target group, comprehensive events continuity, local survey, displacement survey, group consulting, etc.)-organization (event trial, local arrangements, activity adaptations, task alternatives, group mobilization, local publicity, advertising, agent's training, etc.)-social marketing-efficiency

now interpreted in the sense of a *network* of agents and institutions, after experiencing many other alternatives. More recently, the Canadian Movement of Personal Fitness, "Participation," has adopted the same type of interface with participants (Russ Kisby, 1984, personal communication), confirming the feasibility of this open-system organizational solution. However, the challenge of FIN methodology is to be found in the people variable, following the contradictory views between formal and non-formal.

The usual sports practice neglects people as a factor of variation since this physical activity is normally selective, that is, in formal sports, individuals and groups must conform to functional standards and norms. In schools, clubs and sports centers, most efforts are made to adapt people to traditional patterns, originating an elite of athletes and a mass of drifts. In FIN contexts the athletes and drifts become participants as they are equally practicing adaptable activities, with expanded standards and flexible norms. As a result, the variation in sex, age, physical fitness, sports background, economic status, etc., is raised to the central position of every operational problem, taking the place of performance variation.

Besides this key variable identification, the non-formal approach implies a change in the nature of motivation and activity, from the original practices. Thus, to a lower impact of competition is added the incentive of individual and group achievements, along with nature and pleasant community influences (beaches, forests, open spaces, streets, etc.). More important is to promote an activity which is correctly fitted to a specific target group, in the place the participants live or in available areas and facilities.

In all, these necessary steps to plan or organize non-formal activities suggest a more complex operation than those often found in formal promotions. But, since non-formal or informal tasks are capable of admitting different degrees of organization, the promoters adjust themselves to lower levels of difficulty when facing a complex situation. Another limitation is the insufficient knowledge of the benefits and disadvantages of alternative solutions. Both prejudices briefly explain the stereotype of improvisation frequently associated with non-formal or informal practices.

Figure 2 exhibits a model followed since 1981 (Costa, 1981) to train monitors in Brazil's Sport for All movement. this general orientation put forward the need for adapting activities to specific groups, but the references were the cultural acceptance of sports and not segments of participants which would involve surveys. The purpose of this instructional device was to develop a transitional position between broad improvisation and well-planned actions. At the same opportunity of using this scheme, the cultural background should be placed as the basic framework of activity organization. Recently, the University of Santa Maria, located in the south of Brazil, developed another model (Dieckert and Monteiro, 1983) which instructs physical education teachers or Sport for All monitors to consult

FIGURE 2

local communities about non-formal activities and facilities, including a park construction with appropriate technology. Other models of surveys have been experienced — especially in Sorocaba and the State of Rondonia — in recent years, which might indicate that adequate levels of planned actions are long term objectives and an important issue of training and research.

Examining the short description of Figure 2, it is worthwhile to mention some training remarks for the monitor's practical references. Thus, individuals in isolation are more receptive to fitness training, solitary joggers being the best example. In opposition, large groups easily receive social gathering with simple tasks (e.g., bicycle riding, mass running, etc.). Between these two extremes we find families, small groups and community groups, all with peculiarities and different degrees of dealing with affection and cognition. In this case, community is understood as the global effect of all these groups' interactions, being equally peculiar. Therefore, to promote non-formal activities is a persistent search of balance between two opposite directions: physical fitness and participation. In summary, the promotion management depends on:

i. — *People* (segmentation — community groups by cultural acceptable of activities — mix of community groups and segmentation)

ii. — *Activity* (traditional — proposed by surveys)

iii. — *Motivation* (participation — competition — nature and community environment — achievement)

iv. — *Participation* (affection — cognition — group idiosyncracy)

v. — *Physical fitness* (programs — control)

Finally, the central problem of the FIN conception remains in coping with a new sports variables order, including appropriate organizational designs. Facing the uniqueness of non-formal sports, such tools will never be perfect or complete.

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Government: What is its Role in World Sports for Everyone

by
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Any observer of the development of the Sports for All phenomenon is aware of some basic facts which must be kept in mind when it comes to elaborating a policy. They are of two kinds: the first is related to the individual, the second to the authorities, governmental or not governmental.

It can be said that in the last decades women and men have progressively taken over the responsibility of their health and made efforts to build a better functioning body. Participation in mass events like city joggings, marathons and long distance skiing are shining proofs of this new trend. The vogue of aerobics, gym tonic and similar Fonda-systems has been largely promoted by television and other media. At the same time, the track-suit and jogging shoes have invaded the fashion shows, of course now better tailored and much more expensive.

Following the example of the American Age Group System in swimming, Europe created the Youth Games, with a significant success, and at the other end of the ladder, seniors and super-seniors returned to their favourite sports. Next year at Ontario we shall have the first Masters Games.

Rapid success of new sports like wind surfing and gliding also shows the desire to meet the challenge of the natural elements. At the same time, to fulfill the need of this multitude of participants, the sports industry is blossoming. Sports has become a product.

The governments.

As early as 1966 the concept of sports for all was adopted as a long term major objective by the Council of Europe. In the last 18 years governments have progressively been studying and understanding their responsibilities, and above all, the various and important contributions of physical activities to health and social well-being. Sports policies were born. Legislative measures were taken. Targets were defined. Planning and liaison

with other departments such as education, health, social affairs, nature protection, to name a few, were progressively developed.

I shall try to summarize this orientation, but before doing so I would like to make two important preliminary remarks.

First remark: Success in sports for all requires good cooperation between two groups: the first one reunites the citizens, their communities, their regional and national policy makers; the second one consists of non governmental sports authorities, the sports medicine sector, the media and the sports industry sector.

Good structures of coordination aiming at a solid partnership must be created. Each country must adapt these structures to its own situation. The principle of specificity so well applied in Brazil must be taken into consideration, particularly since such structures are not yet established everywhere.

Second remark: Until now, sports for everyone has been a phenomenon visible in economically strong countries where industrialization, urban concentration and reduced working hours have induced the citizen to express and develop himself through a sport hobby. Also added is the incentive of the sport-spectacle, which through television, brings the champion's image into every home. This is valid in approximately one third of the world. But I am a personal witness that in the other two thirds of the world sport for everyone is just an expression which brings smiles and melancholy upon the faces of the leaders, because there, the priorities are food, education, health, status and freedom.

So before starting it must be forcefully repeated that we have two duties:

1. to evaluate the present trends in the industrialized countries to detect the shortest and best way to implement sports for everyone;
2. to urgently study the possible suggestions for the third world, and alas they are few.

The following could be the bases, the principles to adopt, in formulating a policy or a more earth-to-earth structure of coordination between the two groups previously mentioned.

1. The choice of activities by the citizens must be safeguarded. The freedom of choice which was for so long thwarted by the lack of opportunities, playing fields, equipment and money must *not* be jeopardized by rules, strict legislation, indoctrination, etc.
2. The public authorities must give sound advice, assistance and not dictate programmes.
3. Motivations must be found, adopted, experimented with and amended, because the world is changing so quickly.
4. The participants must be instructed and sometimes protected against excesses, for example, too much too soon, after a long inactive period, wrong equipment, lack of preliminary medical check-up. The role of the media and of the sports medicine bodies will be extremely important. Coordination again is crucial! It would be wise to study the

elaborate and sound information system designed and disseminated by the Dutch Sports Council, one of the largest sports for everyone groups in the world.

5. Last but not least, the traditional sports governing bodies must cooperate. So far, in many countries sports federations have not fully supported the sports for everyone movement as they should. Many reasons are put forward: lack of structure, lack of money, difficulty (sometimes real) to create reception structures.

Of course to deviate from the traditional competitive system, the 'elitisme' as we say in French, is difficult. But one must repeat and repeat that *Elite Sport, Mass Sport and sport for everyone are complementary.* Bridges exist between the various fields of activities which must be recognized and used extensively. Sports for everyone must not be isolated.

The Role of Local Authorities.

Being close to the citizen, the worker and the farmer, local authorities have many opportunities to understand the needs and to find simple but adequate solutions. More than anyone, they are able to mix health activities with pleasure and social leisure. The overall well-being is the motto. They are well-equipped to promote and implement the necessary cooperation between the local sports clubs, the schools, the military units, the factories and so on. Also, access to statistics may help to find out the best targets: often they will be children; sometimes the target group will be aging persons, immigrants, the unemployed or even the disabled person.

Simple things may be realized rapidly. A few examples:

1. stress the full use of the existing facilities; open the doors on weekends and holidays

2. create health paths in the city parks or cycling circuits in rural zones

3. suggest and support liaisons and cooperation between schools and sports clubs

4. local authorities should also help and encourage the sports clubs and other groups to build new facilities

— by providing suitable grounds free of charge or renting them at a reasonable price,

— by providing loans with a low interest rate,

— by helping transform buildings like disaffected hangars or barracks into sports facilities,

— by creating polyvalent centers (e.g., sports, recreation, culture) in the rural zones.

Prefabricated structures should be recommended; inflated sports halls could be an interim solution; reduction of costs must be a rule. The British Standardized Approach to Sports Hall and the Works of the Italian Olympic Committee on basic sports facilities are good examples.

The Fitness Park of Singapore is also of interest. There they utilize outdoor gymnasiums situated in attractive natural surroundings, and consisting of safe manageable apparatus made for the average person to develop strength, flexibility, balance, coordination, agility and so on.

A. At the regional level.

In Europe a region is either a department (France), a Lander (Germany) or a group of provinces (Belgium), with regional authorities exercising power and influence. It is, from the start, important to note that decisions concerning sports will be made by authorities who are not directly connected with the sport and are often not aware of the rapid progression of sports for everyone. Therefore, coordination and communication with the sports administrations is a great necessity.

The sportsman's point of view must be taken into consideration. An important condition of good cooperation is that sports administrations understand the socio-cultural aspects of the programme and the necessity to create special structures in their own sports organizations.

Another example is the integration of sports activities with tourism, and cooperation with local radio and television.

Additional good examples of European regional realization are the multisport centers.

Created and financed by regional governing bodies, they offer the citizen many opportunities to practise his favourite sports in full freedom, at reduced prices, in pleasant wooded surroundings.

In my small country, about 60 of such multisport centers exist with an indoor hall, swimming pool, synthetic track circuit, musculation room, health paths, sauna, bar, and so on. Schools, clubs and individuals are welcome. The entrance fee is reduced and nobody interferes with one's physical activity. During school holidays these centers serve as sports camps, again a very acceptable solution, with instructors and sometimes top coaches on duty.

Another requirement falls definitely under the jurisdiction of the regional authorities: namely, access to nature, the beach, mountains, wooded areas, yet with the problems of preservation, tourism and extensive use.

From the start there is antagonism between the rule: it is forbidden to forbid and the logical care for a sound protection, thus, rules must be set up and practical measures taken.

B. At the national level.

Recently an excellent study has been conducted by the Clearing House of the Council of Europe on the evolution of sports for all during the period 1979-1982.

The following sectors in 20 countries have been assessed:

— the services in charge of sports for everyone besides the traditional sports structure,
— the contents of the proposed programmes,
— the target groups,
— the various promotion schemes used and their evolution,
— the personnel in charge of sports for everyone,
— the equipment.

This study clearly shows that:

1. More and more specific administrative structures are created for taking charge of sports for everyone at the national, regional and local levels.
2. The programmes are diversified. Among them are:
   — walking, running, cycling, and skiing, which are found nearly — everywhere,
   — traditional sports with a new look,
   — gym jazz, aerobics, gym tonic,
   — recreational swimming.
3. The target groups, besides the 'traditional' groups, are immigrants, the unemployed, the disabled, people suffering from heart disease, diabetics and so on.
4. Qualified personnel (along with equipment) is the main care objective and often the formation is recognized as priority number one.
   One finds: — courses for animators,
   — clinics for voluntary leaders,
   — introduction of sports for everyone in the curriculum of instructors and graduates.
5. Regarding equipment, new directions are observed. Besides the regional polyvalent sports centers, one now finds:
   — low priced sports halls,
   — small 'gyms' in the large buildings (with a detaxation for the constructors),
   — cultural centers,
   — transformation of old buildings.

Conclusion

In conclusion, the following list outlines the major current directions in which sports for everyone should progress, particularly, those which in my opinion could and should be added to the present realizations.

1. The need to create *structures* for the formation and management of sports for everyone is obvious, and of course suggests budget increases. These administrative structures must be incorporated *both* in the present organizational charts of the traditional sports federations, as well as in those of the governmental and regional governing bodies.
2. Between the two principal responsible sectors — public and private — a close cooperation must be established including a reevaluation of duties.
3. Tourism governing bodies must cooperate with both partners, and representatives from this branch, which includes the cooperation boards together with representatives from the media and sports medicine.
4. Freedom of choice for the citizen must remain a basic principle.

5. The formation of 'animators' should be rapidly increased and generalized, and the main human resources should be mobilized:
   — the coaching group,
   — the physical training group,
   — the armed forces,
   — the sports clubs.
6. In order that natural zones — sea, mountain, forest — be protected for the benefit of the present and future generations, zones reserved for recreational and sports activities should be assigned.
7. Measures of protection against excess (e.g., in the jogging mass events and marathons) should be taken by governmental authorities.
8. Facilitating the participation in sports for everyone for immigrants is the responsibility of the governments which have admitted them to their countries. It includes:
   — the information in their own local circles (family, association, school),
   — regional promotion — radio, posters, newspapers-in their own languages,
   — inducing the sports governing bodies to appoint sports instructors that speak the immigrant's language,
   — promoting the immigrant's traditional game and sports.
9. The promotion of life time sports for children is the responsibility of government at every stage of their existence, in the family, the primary and secondary school, the university, the army, and so on.
   Basic principles must be accepted:
   — Total physical training is favourable for biological development,
   — Definite age records are more suitable for the development of certain factors (skills, endurance, power, techniques),
   — Early specialization is detrimental,
   — Liaison between the successive schools is important,
   — Promotion of fair play must be systematic. Victory is not an end in itself,
   — The needs for exercise at each age should be formulated,
   — Permanent education should be included in sports for all,
   — Test batteries similar to Eurofit are recommended, since they permit assessment of the whole youth population.

Summary

1. Some Basic Facts
   1.1. Men and women now feel totally responsible for their bodies and physical health — A Search for Identity.
   1.2. Governments and communities are developing an interest in "Sport for Everyone."

1.3. Approaches are multifold:
- Mass events — jogging — marathon — ski runs
- Youth games
- Women's interest — aerobics — gym-tonic — sport influencing fashion
- Seniors and sport — The Masters (1985 — Ontario)
- Sport industry is blossoming
- New sports (i.e., windsurfing)

2. Success in Sport For All (for Everyone)
Requires good cooperation between two groups:
1st Group: Citizens
Communities
Policy-makers — national and regional
2nd Group: Non-governmental sports authorities
Sports medicine sector
Media
Sport industry sector

3. Principles to Adopt and Implement
- The choice of activities by the citizen must be safeguarded.
- Public authorities must cooperate and not dictate advice.
- Motivations must be found.
- The participants must be instructed and sometimes protected against excesses.
- Permanent information is a must.

4. Role of Local, Regional and National Governments
4.1. Local - The communities
- Full use of the existing facilities.
- Planification at three levels.
- It is forbidden to forbid! — the health paths.
- Some simple incentives — the rural communities.
- School sports clubs: a joint venture.

4.2. Regional
- The multisports centres.
- Sports camps.
- Fitness parks.
- Instant leisure programmes (small villages — suburbs).
- Personnel welfare.
- Sport in factories.
- Sport for the disabled.

4.3. National
- A policy — a legislation — a national programme.
- Overall coordination.
- Sport tourism must be harmonized.
- Taxes on sport should return to sport.
- A scheme for the media.

— Medical guidance.
— Armed Forces — universities — workers — immigrants.
— Programmes and campaigns.

Sports Cooperation with Developing Countries

1. Intention. In proposing a subject for reflection in the context of the North-South dialogue, it is suggested that a thorough analysis be made in order to promote a sports cooperation policy which would, in the long term, be capable of producing lasting effects.

2. **Justification of the Analysis Test**. The sports movement is preoccupied with the trend towards sport in the vastly populated areas of the Third World.

We propose that a study take place:

— on the results obtained until now, thanks to the commendable but disorganized efforts of organisms acting in the field of sports cooperations;

— on the means available at present to introduce, promote and aid sport in the vast areas of the Third World;

— on the priorities to be established, recommended and respected;

— on the directive ideas to be recommended for implementation of the plans.

3. **Preliminary Remarks.**

3.1. Fundamental Requirements

These are of two types:

— elementary requirements: food, health, education, housing;

— cultural requirements: freedom, culture, quality of life.

Sport, considered an integral part of culture, must therefore, fall into the category of cultural needs.

It is obvious that sports cooperation is certainly not the priority. However, it is not negligible on account of the multiple and varied contributions it can bring to:

— improving health,

— becoming aware of one's identity,

— occupying free time,

— and especially, encouraging communication and understanding between people.

3.2. Interdependence

It is most important to develop a North-South sports cooperation for the interdependence of the nations and for the inter-disciplinary nature of existing problems.

Any sports event, any new trends now have an extraordinary resonance across the whole world.

3.3. Diversity of Regions

In any approach to resolving sports cooperation problems, one factor which should be taken into consideration is that of different ways of life.

We feel that proposing examples which have been a success in industrial countries would be a *fundamental error*, and a study of the means being used at present shows that this disastrous error was and is still being made.

Among the problems brought about by the way of life, in this field we should raise the following:

— nutritional problems which are influential on one's state of health and the ability to take up rational physical training

— the too slow penetration of physical education and sport in educational systems

— religious, social and cultural obstacles, for example, the status of women, the Ramadan, etc.

— the influence of the sports system of colonial origin.

It appears, therefore, that the examples proposed by the organisms of cooperation should be strictly adapted to the specific regional conditons.

4. Present Sports Cooperation

4.1. Absence of essential coordination

During the last twenty years, appreciable efforts have been agreed upon in order to raise the level of sport, particularly in developing countries. The "Olympic Solidarity" movement in particular has considerably expanded. Many International Federations have also set up specific important and useful programmes. UNESCO has created an "Intergovernmental Committee for Physical Education and Sport" as well as "International Funds for the Development of Sport." The CIESS benefits from the A status of UNESCO. Since 1957, the International Council of Military Sport has had an Academy regularly organizing sports clinics. Finally, many countries who are more advanced in the sports field aid the developing countries by the channel of bilateral agreements.

However, all these efforts and these enterprises are not coordinated, each one acting within its own sphere of influence or action.

This results in overlapping while the necessity for better planning based on the recognition of essential priorities emerges.

4.2. Are clinic instructors, of varied origins, prepared for the specific conditions they come up against?

If we judge by the way in which they are recruited and appointed, it does not seem to be the case.

4.3. How to completely modify the present conception of sports cooperation?

In our opinion:

— in making the instructors much more attentive and *knowledgeable* of the physical, psychological, political and cultural aspects of the country in which they are going to operate;

— in proposing *installations* adapted to the financial capacities of the countries concerned, in accordance with a closely examined order of priority;

— in creating *factories on-site* capable of supplying light equipment well adapted to regional conditions, at a reasonable price;

— in developing a system to ensure the *follow-up of actions* undertaken too often too quickly and rarely, followed by progressive and consistent programming.

For example, how many instructors and trainers remain in the profession? What about the equivalence of diplomas?

— in creating by region, with the means, men and installations available, a physical and sports education system adapted to the local needs.

5. **The suggestions which follow have been inspired from observations made previously.**

They are directed at RESOLUTELY and PROFOUNDLY modifying the present sports cooperation system which is too often based either on the sending of technicians (clinics) or on the welcome in industrialised countries (bursaries).

5.1. Leaders

Proposal No. 1: to create an *institute of sports studies* in each of the large regions known to be underdeveloped, the conception of which would notably differ from the present models.

To deliberately increase the Third World's responsibility in international sports organizations.

5.2. Top Competition Athletes

Proposal No. 2: to install a *permanent training centre* in each of the main regions of the Third World.

These centres ought to have high level sports installations, allowing:

— practice and instruction on the principle sports in the best modern conditions: floor, apparatus, audio-visual facilities

— detection of young talent

— sports medical control.

The athletes representing the countries of the region would be assembled there regularly to prepare together Continental or Regional Games, World Championships and Olympic Games, etc.

The clinics would be carefully prepared by the regional experts helped by foreign experts.

The clinics *must* be controlled by a responsible regional person chosen by the leaders of the zone.

Suggested Actions:

— census of the centres which could be improved

— contact with the authorities concerned

— search for interventions for financing (olympic solidarity, foundations, international federations involved, UNESCO funds, etc.)

— signing of agreements.

Proposal No. 3: to continue to regionalize the existing system of bursaries allocated to talented athletes in foreign institutes or universities.

5.3. Trainers (Coaches)

Proposal No. 4:

— coordination of aids

— to repeat, avoid overlapping, and establish a coherent planning,

— study of priorities and requirements.

It is worth noting that swimming is not greatly developed in certain regions (black Africa, for example). This should, therefore, be a priority sport.

Act by recommendation to the relative federations.

5.4. Sports Medicine

It would be advisable to accelerate the formation of sports medical doctors, taking care to examine in each case the regional peculiarities.

Proposal No. 5: to provide for a *sports medical centre* in each training centre with the following principle assignments:

— examination of peculiarities;

— evaluation of talents (detection-tests-orientation)

— sports medical control

— fight against doping

— formation of sports medical auxiliaries.

5.5. Documentation

The rapid, serious and useful circulation of ideas, methods and processes comes through information.

At the moment, this is of secondary importance, incomplete and above all, it conflicts with the language barrier. The aim should be to put reliable and continuous documentation at the regions' disposal.

Two networks ought to be created:

1. within the sports studies institutes (theoretical aspects);

2. within the training centres (practical aspects).

Moreover, a system of video-cassettes presenting the basic aspects of training and the techniques ought to be set-up and made available to the regions.

5.6. Sport for All

A problem of considerable scope, the first phase should consist of carrying out a study on the possibilities and the means of establishing "Sport for All:" children, women, non-sporting adults and the handicapped, in the principle homogeneous zones.

The realization could consist of:

— surveys

— formation of sports leaders from the armed forces

— selection of rural and urban district tests in order to bring them limited experience

— establishment in these districts of an evolutionary economic centre which could also be transformed progressively

— study of the standardization of light sports equipment in order to progress rapidly to an autonomy relative to this domain (creation of factories).

Conclusions

1. We suggest thoroughly modifying the sport *model* proposed to developing countries.
2. We recommend a new firm approach which would lead to the responsibilities, management and realization of projects being entrusted to those who are familiar with the needs of their region.
3. We recommend *real and permanent* cooperation between the organisms at present working in a disorganized manner.
4. We ask the I.O.C. to be the driving force of the proposed actions, in close coordination with the other international authorities involved. CISR is ready to cooperate.

Le texte français de cet article peut être obtenu sur simple demande adressée au SPORT INTERNATIONAL.

This article can be obtained in French by simple request to SPORT INTERNATIONAL.

Left to Right: Abadin Zarin, Ministry of Culture and Sport, Malaysia; Ibrahim Damit (Brunei); Mayor Don Roth, Anaheim, California; Sargit Singh, Ministry of Culture and Sport, Malaysia; Awang Hussain (Brunei).

Left to Right: Peter Brown, Joseph Bannon, Ralph Cryder, David Laidlaw, Robert Crawford, Francis O'Malley, C. Carson Conrad.

Left to Right: Christopher Jarvi, John Davis, Robert Toalson, Chen-hsing Huang (Taiwan).

Left to Right: Guest Speakers Denny Neider, Executive Director, Canadian Parks/Recreation Association; Jürgen Palm, Executive Director, German Sports Federation; C. Carson Conrad, President, National Fitness Foundation; Mayor Don Roth, City of Anaheim, California; Lamartine P. Costa, Coordinator of Sport, Rio de Janeiro, Brazil; Masaru Ikeda, Chr. Division of Physical Fitness, National Institute of Physical Fitness and Recreation, Kanoya, Japan.

Left to Right: Christopher Jarvi, Director, Parks Recreation and Community Services; Mayor Don Roth, Anaheim, California; James Ruth, Assistant City Manager, Ahaiem.

Symposium delegates take part in informal discussions.

The Role of Voluntary Organizations and Volunteers in Providing Sports For Everyone

by
Denny Neider
Executive Director
Canadian Parks/Recreation Association
Ottawa, Canada

Ladies, Gentlemen, Sports Enthusiasts:

If I were to mention names to you like Scott Hamilton, Rosalyn Summers, Brian Orser, Katarina Witt, Paul Martini and Barbara Underhill, Torvill and Dean, you probably would recognize a few. If you were a fan or follower of figure skating, you would know them for sure.

If I mentioned the names of Jean MacLellan, Mike Fitzpatrick, Peter Newman, Eleanor Simound, Dave Benson, you probably wouldn't recognize any of them, even if you were a fan of figure skating, yet these people were the General Chairman and the principal committee chairpersons of the 1984 World Figure Skating Championships, held in Ottawa, Canada. These people, all volunteers, made it possible for the others, the Championship skaters, to become world known names, and to have a competition that allowed them to display their talents and gain international recognition.

We saw recently in Sarajevo thousands of volunteers involved in just the Opening Ceremonies of the 1984 Winter Olympics. Observers will name the winners on the ski slopes or the ice hockey rinks before being able to name the Chairman of those Games or for that matter, the Chairman of the International Olympic Committee.

Tomorrow the Los Angeles Olympics will open, a testimony to the dedication, hard work and years of preparation of thousands of volunteers not only in and around Los Angeles, but around the world. However, the glory and adulation of the world will be reserved for the athletes, and more so, the few who are victorious.

When you volunteer, you must be content with a silent victory, but it is an uncompromising victory. All who give, win; all who volunteer, share the drama, the triumphs, and the everlasting memory of satisfaction and accomplishment.

In 1976, Canada was host for the first time to the Olympic Games. The preparation and staging of the Games in Montreal brought to national attention the full impact of the importance of international athletic competition. The amateur sports scene competed equally for newspaper space and public attention with daily news and professional sports, so intense was the fervour of the 1976 Olympics.

From the founding of our nation, Canadians have shown tremendous enthusiasm for sports. Basketball, ice hockey and lacrosse were organized and codified by Canadians and have since spread around the world. Two are still on the Olympic program: lacrosse was played at the 1904 and 1908 Olympics and the Canadian teams won the gold medal on both occasions. And, believe it or not, the victory of the Galt Football Club in 1908 made Canada the first nation to win the Olympic gold medal for soccer, but I won't venture so far as to hint we then showed Germany, Italy and Brazil how to play the game.

In 1877, over a century ago, the first major sporting and social club in Canada, the Montreal Amateur Athletic Association, was formed. It helped to bring about the Amateur Athletic Union of Canada, which by 1909 had established itself as the major organization for the development and governing of amateur sport in Canada. The Canadian Olympic Association is an outgrowth of this Union.

The 19th century was also an era whereby each individual sport acquired a codified set of rules, agreed upon a schedule of events and some sort of national governing body. There developed a desire among sportsmen to compete for the Canadian championship of their sport.

Sport had joined those forces by which Canadians were developing an awareness of themselves as a nation, and today, among the most frequent and meaningful cross-continent contacts are still those provided by sport-oriented occasions.

With the advent of industrialization, the emphasis on good health and exercise, increased leisure time, and technological innovations such as the electric light allowing night play, participation in sport flourished.

By the First World War, a sports structure was very much in existence, characterized by a weak but quite widespread amateur sport network under the incentive of Olympic competition, the predominance of professional hockey on the whole Canadian sports scene, and the impact of American sports interests.

Governments in Canada, both at the provincial and federal levels, did not move hastily to help sport. Sport, after all, had been relegated to a position of secondary importance while the nation got on with the more serious problems of industrial development, creating jobs and fighting two world wars.

It was not in fact until 1943 with the introduction of the National Physical Fitness Act that a specific federal program was created for this field. Under mounting pressure from the sport and recreation community,

the Fitness and Amateur Sport Act was passed in 1961, heralded as a "people's program" by the government of the day. Its stated objective was to promote, encourage and develop fitness and amateur sport in Canada. Cost-sharing agreements with the provincial governments were also developed.

Canadians, as in other areas of their progress as a nation, have been willing to use the resources of government to bring about the development of sport and recreation. Though the role of governments in developing sport in Canada is considerable, one cannot overlook the vast number of behind-the-scene workers, the volunteers, who freely contribute their time and talents and provide the opportunities to develop and declare our Canadian champions.

Over the years, this devoted army of organizers, trainers, and financial supporters, have been responsible for making sports, both competitive and recreational, a vital and growing force in the lives of all Canadians.

The private, non-governmental voluntary sector is so fundamentally important in the Canadian community that its presence, like the sunrise, is sometimes taken for granted. When people associate for a common purpose which can benefit the community, they reduce their individual dependency, work towards independence, self-reliance, and a capacity to influence their own lives and their community's life.

When an individual learns to reduce his/her dependency upon others, we describe this quality as maturity. The strength of the voluntary sector is a barometer for the maturity of our society. It exemplifies participation and reflects democracy. This immense contribution of voluntary action to the economy and to democracy is largely invisible in quantifiable terms.

Labour that is worth so much, yet is worth nothing — that is the paradox of volunteering. The ways in which people are compensated for their efforts have come to convey important symbolic messages about their contributions. Because of the symbolic importance of pay in our present day society, volunteers find themselves placed in an inherently ambiguous position. They are paid nothing, yet no one would imply that their efforts are worth nothing.

They are paid nothing, yet they are working in organizational settings performing work in the service of organizational objectives. That is, their activities look like the kind of activities that people are paid to do, and are often done alongside co-workers who are paid.

Pay is in fact a substitute indicator of the value of work. No one suggests that the U.S. President's contributions are worth $100,000 per year. When volunteers know that their efforts are valued, that they are contributing towards organizational goals, they do not believe their labour is worth nothing.

Unlike many paid jobs, volunteering gives people the opportunity to do things they want to do and can do well. Although many people volunteer to use their available skills, other volunteers seek work that is totally different from their everyday job. Volunteering is a way to provide a public service and seek new challenges.

There are many advantages to working with volunteers beyond the obvious one of accomplishing a job at minimal expense. Enabling people in the community to be actively involved with your programs and operation increases public support and helps them understand the work and planning behind management decisions.

With volunteers, existing programs can expand beyond the limits imposed by personnel ceilings and budget reductions and complete projects that would otherwise not be started. A volunteer can provide skills or expertise needed on only a temporary basis. And, behind the scenes, volunteer work can free up paid staff for more up-front critical services.

In times of restraint, particularly, it becomes absolutely imperative that volunteers be an intricate part of the provision of community leisure services and sports programs.

There are almost 50,000 independent volunteer and charitable agencies operating in Canada. This compares with just 31,000 manufacturing agencies. Voluntary work is extremely labour intensive. We are talking about people helping people.

Voluntary activity, both the fact of it and opportunities for it, is so familiar to us that we seldom think about it. The presumption has been made, incorrectly, that it exists in all societies and that one need neither seek to understand nor support it. Accordingly, little research money has been expended on it by governments, universities and corporations. The presumption of familiarity has encouraged us to treat it casually, if not sometimes with contempt.

Voluntary action has been invisible to economists. By definition, it is not part of the formal economy, therefore it does not officially exist, nor is it seen as contributing to the well-being of society. Accordingly, Statistics Canada does not measure it and Industry, Trade and Commerce does not think of it. Does one have to put a dollar value on volunteer work in order to be linked with economic planning and projections? Insofar as it is seen at all, it is seen under the heading of "citizenship."

Few Canadians or their governments consider its importance to us, but consider the following: No community could continue without the myriad neighbourly acts which sustain relationships and give us signals that we are seen to be of value by each other. No parks, sports and recreation department could begin to afford to pay for all the adult leadership which works with the youth of its community.

The best available information suggests that the voluntary sector is a substantial force in the economic activity in Canada. Let me share some interesting statistics:

— 2.7 million adult Canadians worked as volunteers in the year ending February 1980; that is (15%) of the adult population.
— 54% of these volunteers were female, 46% were male (the bulk of male volunteers is accounted for by their presence in community recreation (sports) activities).

— The highest rate of volunteering was in Saskatchewan — a rural, agricultural based province — at 27%, followed by Manitoba (21%), Alberta and Prince Edward Island (19%), British Columbia and Nova Scotia (17%), Newfoundland (16%), Ontario (15%), New Brunswick (14%) and Quebec (11%).
— 18% of married people are volunteers; single are 10% and others are 12%.
— 16% of employed people volunteer; 15% not in labour force; 9% unemployed.
— Incidence of volunteering increases with educational attainment: from 7% (0-8 years education) to 27% (university degree).
— By industry: 23% of people employed in agriculture were volunteers, 22% for public administration, to a low of 10% in manufacturing.
— People aged 25-44 were most likely to volunteer (20%), followed by people 45 years and over (15%), then 15-24 (9%).
— Looking at volunteer leaders in sport alone, the majority (63%) are in their 30's and 40's, 80% have post-secondary education, 70% are in white collar occupations, and women have achieved a great degree of equality (47%) with men.
— Total volunteer hours worked during the year ending February 1980 were 373,991,000, which is equivalent to approximately 218,000 person years of volunteer labour.
— If this volunteer labour were compensated at the average industrial wage, it would represent a wage foregone by these volunteers of $3.5 billion in the year ending February 1980.
— The total value of volunteer activity in Canada is estimated at between $1,000 to $15,000 per volunteer per year.
— Excluding all teaching institutions and hospitals, Canadian charities, forty thousand in number, paid out in wages and benefits 1.7 billion in 1980, employed 173,000 Canadians; this is twice the size of direct employment in forestry in Canada or larger than the province of Newfoundland's labour force. A conservative calculation of the value added to the Canadian economy by these forty thousand charities, excluding teaching institutions and hospitals, suggests that the sector contributed 4.5 billions to the gross national product in 1980, just less than 2% of the total. The combined cash flow of the forty thousand charities was 5.6 billion in 1980.
— In the province of Ontario alone, $200 million was the value in wages of volunteers in sports and recreation; $17 million was spent by volunteers themselves on hockey alone in that one province.

Some very interesting facts indeed!

— Fitness, physical activity, recreation and sport organizations have far-reaching effects across the country. Almost half the organizations directly affect more than 3,000 Canadians each, while a quarter have an impact on more than 10,000 people each.

— Collectively, all these organizations also involve thousands of program volunteers, in addition to Board members. About one-third (all at the local level) operate with fewer than 25 volunteers; one-third have more than 200 volunteers; 16 percent have between 1000 and 6000 volunteers, while 3 percent of organizations have more than 6000 volunteers.

Establishing a dynamic, credible national association is not easy in Canada. Canada is a geographic, demographic colossus where collaboration and cooperation are often only painstakingly achieved. The country is 4000 miles long, divided by physical barriers, cultural barriers and political barriers. Transportation and communication are always expensive and difficult. Needs, interests and problems are not felt the same in all parts of the country. Different cultures and two official languages can be a barrier to effective communication. Certainly a farmer from Saskatchewan is not like a fisherman from Newfoundland. An oilman from Alberta is not like a lumberman from New Brunswick, and by their own admission, nobody else is like a Frenchman from Quebec.

Consider the immense problems of communication to overcome where two official languages (and many unofficial) exist; where regionalistic, parochialistic, provincialistic sentiments confront so many national initiatives, where annual strikes it seems by the post office, airlines or what have you, further impede our attempts to meet and speak to each other. The economic price for communication nationally is high, the frustration level often as high, and the results usually slower to achieve.

Not all volunteer activity occurs at the national level; obviously the least of it does. Most occurs at the local level, in communities where people live.

The study from which the previous statistics were taken also showed that the highest proportion of volunteers fell under the social/welfare category (31%). Next came religious associations and leisure activity organizations which accounted for close to one-quarter of the volunteers each.

The range of activities of these organizations is broad: from providing direct leisure services to its clients/members; to public education; to identifying and tackling current social issues; to setting standards; to exchanging information; to lobbying, advising, consulting; to research.

The results, however, are almost always better, more unique and cheaper services than those which could be provided by government.

Volunteer leadership is a third career for many Canadians. Besides working and raising their families, these people also serve as volunteer leaders and undertake the responsibility of organizing and delivering millions of hours of program activities from the local to the international levels. Not one of them is paid a salary for his or her efforts.

By extension of the previous statistics, one could estimate that volunteer activity in the area of sports and recreation alone probably accounts for approximately 1 billion dollars in wages not compensated for, for almost 100 million volunteer hours or nearly 50,000 person years of volunteer labour in Canada.

Let us examine a few large sport events held in Canada to appreciate the scope and value of this volunteer activity.

— The 1984 World Figure Skating championships were held in the cities of Nepean and Ottawa, Canada. Only with the complete support of a vital, energetic and generous community could such an enormous task of organization have been undertaken. These two communities had already given many years of volunteer service to club administration, competitions, carnivals and test-days, participated in the hosting of Skate Canada events and the challenge of organizing the World Championships in 1978 prior to doing it again in 1984.

Contributions of this magnitude are made freely but with deep commitments. The challenge, the camaraderie and personal gratifications are rich rewards treasured by the true volunteer, but the amateur sport of figure skating was the prime benefactor.

One of the objectives set down for the Organizing Committee of the 1984 World Figure Skating Championships was to involve as many volunteers as possible. Structures of previous major events were studied. The best plan of action was determined to be a new approach for committees, new faces and a new task for veteran volunteers. To this end, terms of reference and responsibilities were redefined, 43 committees were set up, and volunteers from 7 clubs in the community were recruited.

The 1984 World Figure Skating Championships were hailed a resounding success and without a question, the most essential ingredient was the volunteer workforce of 270 who had an active involvement over a period in excess of 2 years, and over 400 more who served during the 30 day period of final intensive preparation of actual days and nights of practices and events.

There was little doubt that sizeable as the revenue from ticket sale, TV rights and the rent-board advertising was, the 1984 World Figure Skating Championships could not have afforded to pay for the calibre of skills and the dedication of time that this volunteer workforce provided. The 1984 World Championships returned a profit in excess of 1 million dollars to the sport of figure skating.

— In 1983, thousands of people of varied ages and different backgrounds formed the 1983 Canada Winter Games Society. It would be difficult to translate in monetary terms the importance of the work of over 4,000 volunteers before, during and after those Games.

— In the recent Canadian Northern Games held in Yellowknife, Northwest Territories, a remote far north community, there were 1,000 volunteers, out of a population of 10,000.

— Over 600 volunteers are required annually for just the 2 days of the Canadian Ski Marathon, and as many again for the one-day Montreal International Marathon.

Again, it is easy to recruit and cite the contributions of volunteers at major sporting events. But let us not overlook the unsung heroes in sport, the volunteers who daily, and year after year, provide their services to

coach, train, plan and make policies; to do public relations and promotions, provide human and financial support, budget, manage, conduct meetings, supervise, negotiate, referee, bus kids, discipline, comfort, cook meals, raise funds, solve problems, organize tournaments, communicate with others, and sacrifice their time and energy when at times they too would rather be doing something else.

More than 100 national volunteer organizations provide programs and services to millions of Canadians in fitness, physical activity, recreation and sport at the local, provincial, national and international levels. These organizations are managed by committed individuals who volunteer their time and skills. How much the organizations accomplish, and how well they perform, depends on the effectiveness of their volunteer leaders. They must master successfully the functions of planning, fund raising, volunteer recruitment and training, and financial management, in addition to the technical demands of their particular organizations and the interpersonal skills needed to run an effective team.

As a significant social force, voluntary action is an invention of Western democracies in general, and English speaking Western democracies in particular. Canada and the United States demonstrate the highest involvement of their citizens in voluntary action amongst all societies on earth.

Historically, voluntary activity developed independently from government without seeking either permission or support from it. This pattern has changed substantially in the last 20 years. It is unfortunate, but due to the incredible increase of funding by the federal government in the last 15 years in Canada, much voluntary activity is now dependent on government. This is not only true financially, but in terms of legitimacy.

Many voluntary groups now admit that the agendas on which they work no longer rise out of the needs of their own communities, but are tailored to fit government criteria for government purposes. There is, however, a growing number of those involved in voluntary activity who are becoming aware of the degree to which they have become dependent on government and who don't like the feeling.

Generally speaking, life for volunteers and for voluntary organizations is more difficult now than it ever was. There is less money available to them individually from both governments and their communities. The present state of voluntary activity in Canada is confused. On the one hand, it is a motherhood that no government would dare be against; on the other hand, no political party has articulated a clear philosophy, policy and strategy.

It should be noted that in Sweden, the epitomy of welfare states, there are no volunteers. The government does everything. Put another way, Swedes do nothing for themselves without being on someone's payroll. It should be noted, further, that it is the official position of many of the senior unionists in Britain that they are working towards a society in which

there will be no voluntary activity because they see all voluntary activity as someone voluntarily doing work which should be done by a paid labourer.

Voluntary organizations share with companies and governments the need to make the most effective possible use of limited resources. Indeed, it can be argued that since their revenues are not always earned in the open market, and since their clients are often disadvantaged, voluntary organizations have a particular obligation to use their resources well. This responsibility is especially heavy in these days of constraint. To meet this responsibility, a voluntary enterprise, like any other, must be well managed. That is an unusually demanding job.

In voluntary organizations, administrators must usually choose their directions without the guidance of a market mechanism, must set their priorities with an ideology as well as with economics in mind, must deliver not products but services, must lead a workforce which includes both paid professionals and unpaid citizens, and must evaluate their efforts without the benefit of the conventional bottom line.

Managing voluntary sector organizations imposes challenges which are very different from those faced by public and private sector managers. In some ways, the managers of voluntary organizations have a simpler task — they face fewer rules, they have more scope for innovation. On the other hand, they may face budgetary and fund raising problems of a greater magnitude than those faced by other sectors. And, they may lack the trained personnel who are found in traditional business and government.

The waxing and waning of voluntary organizations can be just as volatile a phenomenon as that which occurs in the business sector. And failures of voluntary associations can cause gaps in services and distress among individuals just as much as business failures or government cutbacks.

Voluntary amateur sport associations must carefully analyze their target markets and motivate Canadians to participate and be active. The central problem faced in voluntary sport organizations in the future will be motivating potential customers and clients to get away from the TV and out of the home. We are not talking about a problem with big cities. TV has drastically altered our lifestyle whether we live in small towns or big cities. The TV has urbanized us all. The computer is destined to complete that process.

It's a simple fact that to be successful, sport must be marketed today just like any other product. Consumers have too many choices and too many temptations to enjoy themselves, and they must be reminded of the benefits they can derive at our sport facilities in our sport programs. Just think of all the newspapers, magazines, TV channels — what to do, where to go, what to eat, what to buy, where to buy, and on and on.

Why do people volunteer?

Volunteering is an American tradition that over the years has made an immeasurable contribution to communities, organizations and individuals throughout the country. A poll found out that over one third of the American public has been or is now a volunteer and over half of those presently involved in volunteer work are also employed in full-time or part-time jobs.

The image of volunteers as idle housewives searching for something to do with their spare time or senior citizens bored with retirement has given way to today's realities. Today's volunteers are active, dynamic, creative individuals of all ages who possess the skills, desires, patience and time to accomplish a wide variety of tasks.

In attempting to explain why people join a voluntary organization, it is important to realize that the traditional concept, that volunteers become involved for totally altruistic reasons, is less and less true. The image of a completely selfless volunteer has changed to one in which the volunteer needs and expects acknowledgement and positive rewards.

The reasons why people volunteer are almost as numerous as the types of work they do. Most volunteers have more than one reason or objective. Volunteers are motivated by satisfactions and benefits which do not involve money. The present day volunteer has expectations of personal gain which may vary from the need for peer recognition and status to the desire to gain work-related experience. Thus, the volunteer recruiter must attempt to discover what the potential volunteer would like to gain from a volunteer experience.

Motivations are not static, in fact they are ever-changing. Often factors which motivate individuals to become involved initially will not be the same as the ones which keep them there. For example, a father may become the coach of a minor sports team because his child is a player and he would like to see him receive good coaching. With time, the father finds that he enjoys coaching and is successful at it. Consequently, he carries on coaching after his child leaves the sport.

Figures on voluntary contribution in Canada indicate there is a large untapped human resource. 85% of the population in our communities could still be drawn into community service.

A good program should allow for expanding interests and changing needs of the volunteer. Therefore, when we plan a campaign to recruit from the untapped potential, learning about a volunteer's motivations will enable us to place the right volunteers into the right job.

Voluntarism is definitely a recreation activity, yet volunteers expect a clearly written job description, a proper orientation to the work, including an introduction to the total staff and program. A verbal or written contract, one that spells out the obligations on both sides and appropriate recognition — something other than money.

The psychological importance of personal responsibility for job performance has been noted in all good management strategies. Although

volunteers in general, when compared to paid workers, may be more unreliable, less predictable, will not stay as long as paid employees, and may only be interested in those tasks that are fun and challenging, it is still suggested that treating volunteers as workers is much more preferable than treating them as hobbyists pursuing their pleasure.

Volunteer organizations with the lowest turnover have elaborate procedures to reduce contract ambiguity; notebooks containing all written policies, formal job descriptions, manuals specifying systematic training programs and so forth. Voluntary organizations must have clear expectations for volunteers if they are to achieve the greatest return.

Where can volunteers be found? These sources may be overlooked: senior citizens who could become the backbone of daytime programs and activities; unemployed who may regain some of their self esteem; teenagers and students who are searching for evening and weekend activities that provide experience and new skills that are needed for educational courses; youth; families who want to work together on a community project in which they are interested; handicapped who want more active participation; and lawbreakers, where the court orders some form of community service.

Jacqueline Coinner, Executive Director of the Vancouver Volunteer Centre, indicates that there are 100 active volunteer centres or bureaus across Canada. One objective of these centres is to link people who want to volunteer, to some organization or agency that needs their service, and some centres deal with as many as 700 volunteers looking for "work."

The Vancouver Centre deals directly with over 1000 volunteers annually, and they have between 600-700 job descriptions for volunteers on file. By assisting and supporting volunteer centres such as the one in Vancouver, local and provincial governments can help to meet the continuing and ever-growing demand for municipal recreation and sport programs and services.

Volunteers are an important and vital community resource. In public recreation there is no replacement for this essential human resource. It is just priceless. Who can measure the value of a crippled child being taught to swim by a volunteer? If such work does not add to our present Gross National Product, it does contribute to our informal economy and the betterment of our community.

Community recreation and sport has always depended on voluntary effort. Before the '40's, public minded citizens who volunteered were totally responsible for all that happened in the neighbourhoods and communities where they lived. This fact is further proof of the truism — there can be no acceptable social order if community interests and mutual support are not far stronger than purely selfish pursuits.

But for over two decades, and with our encouragement, government has taken over more and more, assumed activities and services which were once provided by citizens themselves. Certainly there is a limit to what taxation can support. Responsibilities for some of these programs is being given back to the voluntary sector.

Ronald Reagan, in a recent speech to Americans, stated "the truth is that we have let government take many of the things we once considered were ours to do voluntarily. I believe many of you want to do those things again."

Let us not in our enthusiasm, or for the importance and values of sport and recreation, lose sight of the fact that the role of government is to enable, stimulate and assist. Let us not do for people what they can do for themselves, let us help them do it better. If somebody is now being paid for what was once done voluntarily, it is likely you will soon hear the volunteer say, "then you do it and I won't."

But we mustn't assume that the voluntary sector will relieve us of the economic pressures eating away at public leisure services. The volunteer is an excellent programmer, but he or she is not interested in maintaining buildings, cleaning floors or turning on lights, and the volunteer is changing with 2 working parent families or single parent families; the pool of potential adult volunteers is harder to reach. There is more demand for their time; schedules are quickly filled. Expect program volunteers, but maintenance and operations responsibilities aren't likely to change much.

The above supports a "grassroots" recreation delivery system.

President Reagan's statement supports well what has been named the "Residual Principle" in Canada, and has come to be accepted as the fundamental policy governing the delivery of sport and recreation services in Canada. This principle states that: The individual has the primary responsibility for his or her own recreation, but if incapable of meeting his or her recreation needs independently, he or she seeks support and assistance from the community through volunteer organizations, and, in turn, if not available, from the local government. Higher needs not provided locally are sought from the provincial voluntary organizations that may exist, and then from the provincial government level. Any needs still not met are referred to a national level organization (or the federal government) for support and assistance.

The individual is paramount. All higher levels of organization or government are there to ultimately serve that individual. The roles and responsibilities of each successively higher agency therefore are defined by the needs of the previous level.

The "Residual Principle" is fundamentally different from previous operative assumptions that appeared to place the Federal Government at the top of a theoretical decision-making hierarchy. A major study conducted in 1982/83 to identify problems in public recreation in Canada identified volunteers as a problem area. This problem category represented 6.9 percent of all problems. Under the category of Volunteers, several sub-categories of problems were identified and included: Recruiting, maintaining a constant, reliable source, finding those willing to work on an executive or advisory board, wanting to be paid, lack of recognition, inappropriate job assignments, poor communications, decreasing interest in volunteer work, finding time to recruit and sustain them, getting vol-

unteers to help with the disabled, lack of training, low commitment, lack of volunteers, overuse, turnover, burnout. What happens when there are not enough volunteers? These are some of the results identified: activities die, leadership deteriorates, program costs increase, professional staff must be increased. No one accepts responsibility.

The voluntary sector has been subjected to serious problems and challenges in recent decades. Although total revenues have increased overall, rising costs and inflation, together with the failure of contributions to keep pace with individual organization's requirements, pose several threats to the ability of the voluntary sector to function effectively.

A more serious long term threat stems from the erosion of the traditional motivation of the voluntary movement. Volunteers now want greater personal payoffs from their participation, which means that volunteer assignments that promote personal growth and development will be more easily filled. Today's volunteers expect to be reimbursed for out-of-pocket expenses. In some cases, there is resentment between volunteers who see themselves contributing large amounts of time for no financial gain, and full time staff who do similar work but get paid for it.

The importance of perks for national and provincial level volunteers should also not be under-estimated.

For many volunteer leaders, the prestige of being a national Board member, which includes the free trips out of province to meetings, competitions and assemblies, and the chance to meet and work with different people from across Canada, are powerful incentives. Volunteers today expect these tangible rewards for their efforts.

It is vital that policy making in the volunteer sports organizations remains in the hands of volunteers. Volunteers are the core of leadership management and training. More volunteers are needed to fill vacancies and respond to new developments. The motivation of volunteers should be increased, not by providing remuneration, but by increased social awareness and appreciation of the social contacts with them. Voluntary work could be made more attractive by reducing the number of tasks any one volunteer worker is asked to do, by providing helpful advice, guidelines or instructions.

The demand for leisure and sport services by the general public hasn't slackened. To the contrary, in communities all over Canada, participation in various programmes has increased dramatically over the past few years. There are indications that the public does not want a reduction inservice, but rather more efficient delivery systems.

In hard times, people look for relief, not necessarily financial, but from the stress of every-day life. As a result, the greatest growth in part-time activities in recent years has been in adult recreaton programmes. And the fitness boom has created a tremendous increase in participation in sports by all individuals. Yet it is ironic that in hard times, times of serious economic restrictions, the services people need most in hardship are the first to be curtailed and recreation services have come under this kind of economic pressure.

Here we are faced with revenues under pressure for recreation and sports and suddenly, rising enrollments.

Where do tax dollars go in Canada? Governments spent around $160 billion in 1982. That was equivalent to about 45% of the Gross National Product. Away up from 25% three decades ago. Government is a very big player in the Canadian economy. Government spending has increased 27 times in the past 30 years versus 15 times for the economy as a whole.

Now, in a society at peace with itself, the gallup poll question about which one of big business, big labour, or big government represents the greatest threat to the country, should be regarded as ridiculous. Canadians, though, didn't seem to find it a strange question.

Since 1972, they have been answering that the greatest threat is big government and saying this in increasing numbers. In 1972, only 22% held such a view. In 1979, it reached 37%. But last fall, that figure had shot up to 44% and the gallup poll this summer reports it is now 46%. Big labour comes second at 29% and only 13% are fearful of big business.

The question of whether they feared volunteers or voluntary action to be the greatest threat to the country, was not asked. But I suspect that the response to such a question would have been so minimal as to not even be worthy of recording.

Government's strengths lie in its resources, financial, technical and human, which it can bring to bear on a problem. It can ensure that a problem is treated in depth, as extensively as the need calls for according to norms and standards which apply across the board, whether in communities, provinces, or the country as a whole. In short, it can organize and deliver in quantity and with control.

On the other hand, the strength of the voluntary sector lies in its independence, its flexibility, and its ability to take risks. Co-option implies a silent absorption of the dynamics of an organization by the people who fund it. Volunteer bodies need effective funding, that which permits an organization to function, but also to function according to the organizational goals for which it was established.

As both government and the voluntary sector change and improve, it is important to avoid wasteful competition. Not that all friction should be eliminated. The presence of sparks at least denotes a state of energy rather than inertia.

Over recent years, the State and the voluntary sector have developed closer relationships to the point that they may now be mutually dependent. There are those who feel that a financial link with any government reduces a voluntary association's effectiveness. It certainly doesn't have to be. Governments exist to serve the people. For years they have emphasized programs related to the work aspects of the population. Now they must become more involved in meeting perhaps one of our greatest challenges: that of dealing with our leisure, of which sport plays such a major part. As this is a fact becoming increasingly evident, governments must accept

their responsibilities and apply equally to this challenge, their formidable strengths and resources.

The trend today indicates a bleak future for voluntary associations that think they can exist independent of government. In fact, I am sure you will see that associations and government will become increasingly inter-involved in the future. The more government becomes concerned about associations, the more they will turn to them for opinions and guidance in the formulation of their policies. Voluntary organizations fail only if they let government funding buy silence, buy co-option. If individual volunteers, executive boards, association secretariats, do not form liaison with government offices concerned with sport and recreation, then sport and the general public will be the losers.

Voluntary organizations contribute to Canada's culture, to its health, to its spiritual values, to its environment, to its sporting spirit, to its place in the world, to the hopes of its youth and to the security of its older people. They speak for consumers, minorities, newcomers, women, the disadvantaged, the citizen individually and collectively. What could be more important to our quality of life? The voluntary sector is what a country is all about, it is what Canada is all about.

In her 1979 White Paper on Sport, the Minister of Sport for Canada, noted the indispensable role that volunteers and professionals play in the provision of sporting opportunities for Canadians. She suggested that our recent progress came about in part because of the work of full-time sport administrators, technical experts and coaches. She recognized that full-time experts are here to stay, that without their presence, it would have been impossible to reach our present levels and it will be impossible for further advances to be made.

But also, she recognized that great care must be taken not to blunt or discourage the drive and enthusiasm of the private citizen whose voluntary work remains a foundation of Canada's sport system. Thus, the effective utilization of available volunteer and professional manpower, in coordination with appropriate government intervention, are two key factors which will influence whether ample sport opportunities continue to exist for all Canadians.

The potential is immense. Given all the resources, physical, human, technical and financial, that can be brought together in a country as diverse and rich as Canada, the potential for magnificent achievements surely exists, as I'm sure it does everywhere in the world where the volunteer spirit is alive, well, and allowed to flourish and express itself.

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Future Worldwide Trends in Sports For Everyone

by
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Mr. Chairman, Honored Guests from four continents, Ladies and Gentlemen:

I have been asked to bring you greetings from George Allen, Honorary Chairman, Bob Mathias, Executive Director, and the Board of Trustees of the National Fitness Foundation.

Having been an appointee of President Ronald Reagan for the past three years, it is with great pleasure that I read his letter of greetings to you, which you will find in the program. His high regard for this symposium is evidenced by his assigning Dr. Ash Haves, Acting Director of the President's Council on Physical Fitness in Sports, to represent the Reagan administration at this historical conference.

Just a word about our President: He is a committed physical fitness enthusiast, and a man who has demonstrated by his own lifestyle the importance which he places on optimal healthful living. He is a swimmer; on his ranch he rides, chops wood, mends fences, cleans out brush. In the White House he is on a regular weight training program; and you can tell by his posture and his ramrod straight carriage that he is a person who maintains a vigorous physical fitness regimen throughout his life.

To you conferees who have come from many different sections of the United States and, as mentioned before, from the world at large, welcome to California and, in particular, to the Summer Olympic Games. The Los Angeles Organizing Committee has done a marvelous job in planning for these games, and I think that you are going to enjoy one of the most thrilling and exciting events of your life here in the Greater Southern California area.

Just a word about the National Fitness Foundation before addressing the subject this evening: The National Fitness Foundation was established by friends of physical fitness and sports in the U.S.A. several years ago as an organization for marshalling private sector support and know-how for fitness promotion in the United States. The principal task of the Foundation at this time is to establish a United States Fitness Academy whose purpose will be to develop programs and provide services that will

promote participation in exercise and sports activities by Americans of all ages. Academy objectives are:

1. To educate and train fitness and sports leaders with a heavy emphasis on the training of volunteers to serve as fitness instructors and youth sports coaches.

2. To serve as a national clearing house for physical fitness and sports information.

3. To promote, facilitate, and sponsor fitness research.

4. To make available, on a fee basis, authorities on equipment needs, program development and facilities design.

5. To encourage cooperative action by fitness and sports organizations in defining and achieving national goals.

6. To provide support services for the National Fitness Foundation.

In addressing the subject, "Future World Wide Trends in Sports for All," I am leaning on the observations made during visits to TRIM or mass sports programs in over 20 of the 36 countries which have been involved in the Biannual International Conferences on Physical Fitness and TRIM during the past 12 years.

The results of these observations follow:

I. MASS INVOLVEMENT.

Most nations feel that sports and physical conditioning for all are so important that they should be promoted for all people and not just for the elite athletes — for women as well as for men — for the old as well as the young — and for the handicapped.

Running-jogging is a world wide phenomenon. Certainly it is a major development in the area of fitness for women, and as I reflect back on my generation, I can recall the time when women were expected to perspire only during childbirth. If women took part in sports at all, it was likely to be in a sport like tennis in which they could still dress and look like ladies.

The United States has learned a great deal from its friends in Switzerland regarding the elderly and pars cours; from Sweden regarding firefighters and mass participation; from Great Britain as regards fitness programs for law enforcement officers; and from Norway in the orienteering program and the various fitness trails facilities provided.

II. MARKETING.

Marketing — or selling the values of exercise — is a prime function of all countries involved in a sophisticated Sports for All program. For example, in the USA in recent months, NEWSWEEK Magazine featured the article, "Physical Fitness — A religion which has captivated the nation." U.S. NEWS AND WORLD REPORT similarly reported on "AMERICA'S FITNESS BINGE," and TIME Magazine had its lead article on "AMERICA SHAPES UP."

Nearly everywhere you look in America today you can see some sign of our growing preoccupation with physical fitness.

Physical fitness has been the subject of cover stories in a number of popular magazines during the past year. In one of these, it was stated, "As recently as twenty years ago, for most people, the body was hardly more than an interesting mass somewhere down there below the head. By the early seventies, however, a sweeping change was literally afloat. The fitness boom has grown for a decade and improved; the body has become an enduring and perhaps historically significant national obsession . . . paring it up, preening it, poking it up, and pounding it down — the body national is being rejuvenated with relentless impatience, slimmed with a fanatic dedication."

The article went on to say, "the shopping spree is a wild one." Recreation is an estimated $244 billion dollar market in the USA this year. This is about $77 billion more than will be spent on defense. As the average work week has dropped in the last twenty years, most people are enjoying more than 120 non-working days a year. Leisure has shifted from something reserved for the privileged few to activities that are often considered more important than work. The national fitness boom reached $30 billion last year; America spent $1 billion alone for sport shoes. Of these, one-third were not sports users but purchased them for cosmetic purposes. Over $7 billion was spent for other sporting togs and gear; $5 billion for health foods and vitamins; over $200 million for weight-training equipment; and over $3 billion on health clubs.

Workplace programs have increased more than 4000% in less than a decade, and now cost over $2 billion annually. A whole new branch of sports medicine has grown up around exercise and sports. Today this is a legitimate medical specialty in our country, representing an expenditure of more than $2 billion a year.

Department stores sell all kinds of exercise equipment. The ten best book sellers today include "THIN THIGHS IN THIRTY DAYS" (and for the life of me I don't know why anyone would want thin thighs — certainly not fat thighs, but thin thighs??); "THIRTY DAYS TO A BEAUTIFUL BOTTOM;" and an actress' workout book which has been on the best seller list for over a year and which is largely a set of calisthenics. But think of this situation — three of the 10 best sellers, and all largely quackery.

Yes Americans are into fitness, as evidenced by the latest reputable physical fitness survey of American adults.

In summary, the survey indicated:

1.) 77% engage in some kind of physical exercise or sport.

2.) 47% do so daily (in 1964 it was 24%) — men and women about the same.

3.) 48% are 65 years and older.

4.) 55% are under 30 years.

5.) Of those participating daily, 61% are Westerners, 44% from other regions, 55% are college graduates, and 30% have less than high school diplomas.

6.) Swimming is the most popular activity (50%), followed by bicycling, bowling, walking and hiking. Rhythmic dancing (aerobics, jazzercise, etc.) increased 31% the last year.

7.) Jogging has increased from 6% in 1964 to 14% in 1984.

8.) 33% quit smoking in the last twenty years; yet, 38% still smoke one pack of cigarettes per day. Of these smokers, 14% are under 30; 54% are unskilled workers, and 29% are business and professional workers.

9.) 32% of the women surveyed considered themselves overweight, while only 19% of the men did.

III. JOY OF LIVING.

The good life is a goal in all of the countries, but in particular in the Federal Republic of Germany, Canada, Japan, Belgium, Australia, Brazil, Austria, Poland, South Africa, Switzerland, Portugal, and the Scandinavian countries.

IV. PHYSICAL FITNESS IS GOOD BUSINESS.

Developments in physical fitness for the work force in the work place observed in Finland, Switzerland, Federal Republic of Germany, Japan, and Sweden were impressive. In each, the wisdom of helping employees stay healthy was recognized. Loss of time, money and productivity due to absenteeism are becoming more and more critical as the cost of medical disability and health insurance increases. Until last year, data was not available documenting that a corporate sponsored physical fitness program saves the corporation money. Then, a study of the Prudential Life Insurance Company cited that it was shown that healthy employees are more productive workers who have less absenteeism and lower medical bills. Too, employees in the physical fitness program had a turnover rate of only 25% of that of the non-exercisers. This represented many thousands of dollars in recruitment and printing costs.

Lockheed Corporation, Canada Life Assurance Company, and New York Telephone have estimated significant savings in insurance premiums, total health care costs, and/or reduced absenteeism or treatment costs.

In a decade, the USA has gone from almost ground zero in the matter of fitness programs for the work force in the work place to now, at which point we have over 50,000 businesses and industries which have provided such programs. Many times I have heard industrial leaders say that the best dividends of these programs are lower medical costs. One corporate executive told me recently that if exercise could be packaged in a pill, it would be the single most widely-used and beneficial medicine in the world.

Most Americans today believe that there is no health tonic quite like regular physical activity. It can strengthen heart muscles, expand lung capacity, help reduce blood pressure and stress, be a major factor in the prevention of lower back problems, add to mental sharpness and energy, and help maintain proper body carriage and alignment.

Yes, we're beginning to see the payoff for what's happened in preventive medicine in the United States. For the past two decades the American

Heart Association, the American Medical Association, and the President's Council on Physcial Fitness in Sports have been engaged in a massive effort to create a new public awareness of good health habits, and to bring about positive changes in lifestyle. To the surprise of most physicians who thought heart attacks and strokes were an inevitable part of aging, great inroads were made against these diseases. In the past 15 years there has been a 25% decline in the incidence of coronary heart disease, and a 40% drop in the stroke death rate. A friend and associate, Dr. Donald Cooper, former Chief of the U.S. Public Health Service and its Surgeon General, told me, "The change in America's exercise habits was the most significant factor leading to the decline in heart disease and stroke rates."

Another former Surgeon General of the Public Health Service, Dr. Roger Eggeberg, who was General MacArthur's physician during the Philippines campaign in World War II, said that "the reduction of coronary heart disease rates, etc., is the most dramatic health achievement since the discovery of penicillin," and attributed it to the national program focusing on exercise, diet and early detection of hypertension, or high blood pressure. These are strong words coming from authoritative medical leaders in the U.S.A.

The President's Council on Physical Fitness in Sports was the catalyst in the formation of the American Association of Fitness Directors in Business and Industry (AAFDBI) in 1974. At the first national conference of the AAFDBI in Chicago the next year, 25 individuals attended. Now the Association, whose name has been changed to the Association of Fitness in Business (AFB) has nearly 4,000 members and is widely respected as a leader in fitness in industry.

The USA spent approximately $362 billion on health care last year, and about this sum two things can be said with absolute certainty: 1) it is a great amount of money; and 2) it won't have any noticeable long-term effect on the health of the American people. Our annual health care bill is equal to about 10.5% of our gross national product. When I was a boy, many of the major killers were communicable diseases: deplexia, tuberculosis, influenza, polio, etc. These scourges have been brought largely under control. Today our lives are more likely to be imperiled by our own sins of commission and omission:

By eating too much;
by smoking;
by carelessness on the highway;
and by failure to exercise.

The American Medical Association has stated that, compared to non-exercisers, people who engage in regular physical conditioning have approximately half the risk of developing cardiovascular disease and an even lower risk of sudden death. Think of this prevention miracle when the American Heart Association has estimated that the 1984 overall cost for all forms of cardiovascular disease will be over $64 billion. Physical fitness is good health insurance.

V. LEADERSHIP

The last commonality in programs of physical fitness and sports for all throughout the world is that of leadership. In 1976, His Royal Highness Prince Phillip of Great Britain, then President of that country's Central Council of Physical Recreation, said, "Most important people in recreation are the ones who persuade the young to start, to have a goal, to try their hands in sports and recreation. The *key* to greater participation is leadership. The response of young people will depend less on the facility than on those who provide an organized sport." How true that statement is.

Leadership is the key and the development of leaders is the principal reason that the National Fitness Foundation will build a U.S. Fitness Academy. I have been fortunate to have visited the training academies in Sweden, Finland, Norway, Denmark, Federal Republic of Germany, and Great Britain. You have heard from Professor Masaru Ikeda about Japan's new National Institute for Fitness and Physical Recreation. National Academies train leaders.

Leadership is one of the main purposes of the National Coalition for Fitness Through Recreation, which is currently in its third year. It is sponsored by the National Recreation and Parks Association, the National Association of Governors' Councils on Physical Fitness in Sports, and the President's Council on Physical Fitness in Sports.

USSR

The USSR plan for development of physical culture in sports of the Central Committee of the Communist Party and its Council of Ministers of the USSR ordered these actions regarding leadership:

— The program for preparing and retraining of physical education sports recreation specialists is to be expanded. A system of awards and salary incentives for outstanding leaders will be developed.

— All members of the Young Communist League will be encouraged to earn Ready For Labor and Defense of the USSR badge.

— Lastly, it was recommended to establish the rank of "The Honored Worker of Physical Culture of the Allied Republic" to encourage distinguished organizers, coaches and scientists of physical culture.

The Chairman of the Council of Ministers indicated that the Communist Party, the Sports Committee USSR, the Young Communists League, trade union schools, universities, the military services, sports and economic routes, are responsible for carrying out the plan.

Future Directions

What's in the wings for the future? The Sports for All concept is a winner. Politically it is popular because a vast higher percentage of people participate in mass recreational sports and fitness for living than in elite competition and training. I would be less than honest with you if I didn't acknowledge that there are still some skeptics around who think that physical fitness is a fad. Even though the movement is now nearly thirty

years old in the USA, we continually ask if this is just a phase we're going through. I know that our friends in the magazines, newspapers and television media often raise that very question. Obviously, anything that's been around for three decades and that involves the participation of millions of people and the expenditure of billions of dollars is not just a passing fancy. To use one of the media's favorite words, we have built a solid "infrastructure" for our physical fitness and sports program. In our country we have better leadership, better programs, and better facilities than at any time in our history, and we have far more of all of these things. There exists a solid parallel statement that could be made in all of the countries that have programs of fitness and sports in the world. Also, the right persons in higher places are saying, "It's important," and, "I do it."

Recently the U.S. News Media all carried a story on the health of the nine candidates running for the Presidency. None was significantly overweight, none smokes cigarettes, all are regular exercisers, and all are careful about their diet. Five are runners, two are swimmers and two are walkers. All rated exercise as an essential part of their lifestyle. In addition, our Vice President, many of our cabinet rank officers, our senators, congressmen and top leaders in American industry are living examples of physical fitness. I have found this is true in most countries throughout the world. At the last International Conference on Fitness and TRIM which was held in Stockholm last summer, the speaker of the Swedish Parliament who is a very active member of the Swedish Sports Federation, opened the international meeting with a very stimulating speech. Yes, the right people throughout the world are saying that fitness is an essential element of daily living.

More specifically, in our country we are anticipating a continued increase in the running or jogging program. In swimming, our most popular sport, we expect an increase of 5% a year with a predicted 39 million regular swimmers in 1985. The New York Times recently called swimming "the perfect exercise."

With the increase of sports programs for girls and women, we anticipate even more increases in the future. Participation in girls' sports has more than doubled since 1977 for all grade levels in the high schools of the United States. I predict that a high percentage of the girls who are involved in conditioning programs for various interscholastic and intercolleagiate sports will participate in exercise programs in post-school years.

The 1984 Summer Olympics will be a major positive force in encouraging bicycling as a sport in our country, and we look for considerable increase as a result of this stimulus.

A phenomenon of the '70's, the elderly are in a fitness boom and we are predicting that the participation of older Americans will double in the 1980's.

After talking with so many of my friends around the world about what can be expected, and listening to Jurgen Palm's fine presentation on the

status of physical fitness and sports as reported at the International Stockholm Conference last summer, my optimism does not rest on statistics alone. I am encouraged by the world wide positive attitude toward physical fitness. Where we once were likely to view exercise largely as a diversion, today we recognize that it makes important contributions to performance, health, appearance and self-esteem.

In closing, I thank and congratulate 1) our sponsor, the Academy for Park and Recreation Administration 2) the six supporting organizations 3) David Laidlaw, Dr. Joe Bannon and Members of the Planning Committee and 4) Chris Jarvi, Director, and the Anaheim Parks, Recreation and Community Services for the superior personal services and beautiful setting provided. Special appreciation and credit are given Dr. Al Sapora, Program Chairman, for exemplary leadership, performance and diligence. As usual, Al came through with a 10.0 performance.

America is grateful to our faculty leaders — Jurgen Palm, Professor Masaru Ikeda, Lamartine Costa, Col. Raoul Mollet, Lt. Col. Micki King Hogue and Danny Neider for their professional and capable contributions. It took a combined, round trip mileage of over 55,000 miles to assemble this outstanding group of international authorities.

With so many tragic happenings and misunderstandings in the world today, how blessed we are to be here, concerned and involved in the positive side of international relations.

Some Trends in Scandinavia of Sports Promotion for Sports For Everyone

by
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Sport as a Social Institution

While considering any area of human life it is necessary to clarify the conceptualization of the object under consideration. In Finnish society the approach to sports has, in general, been regarded as a broad one. Sport is not only what it outwardly appears to be. On the contrary, it formulates an interesting arena for consideration only when its latent and manifest faces are taken into account as important aspects of the social institution of sport as a whole.

Sport can be viewed not only as a culture of its own but also as an essential part of the culture and society in general. Sport has rules and sources of norms all of its own — especially those for the competitive sports. But sport nowadays has reached a position where its contributors must also be more keenly aware of the social values and valuations more generally approved in society. To specify this an example is given: if the sports institution produces some illegal or inhuman aspects in the course of its functions, the more highly humanized society today argues more strongly to eliminate those sports than seemed to be the case decades ago. Or to take another example: because of the more general democratization process in society, people have been taught to believe that every human being has the right to the opportunity to participate in an activity like sports. If the traditional sports institution is not able to produce physical activity to meet these needs, new kinds of activity have to be created to meet the total needs of all people.

Sport is regarded as a part of the society and its cultural system. It is appropriate, therefore, that Finnish sport language, and especially the sport sciences, refers to sport as "physical culture." Thus, the valuations of the social action of sports are expected to reflect the culture and the whole society. From this standpoint the differences of the various subcultures, even in regard to sports, can better be understood and explained.

Goals and Objectives of Sport

When dealing with the goals and objectives of the physical culture and its subsystems, it is important to emphasize the focus for the consideration. Someone could, for example, argue: do the goals in one society vary from those in another in terms of the contribution of sports? And to answer: They certainly do! But why do they vary? Primarily the answer can be found when considering the relations of sport and society as well as the general goals of the society.

In societies like that of Finland and the other Scandinavian countries there exists a considerable agreement and approval among people and within the social institutions that they strive for general welfare, equality, solidarity, and human rights among people as their main goals in society. The question, therefore, is, does physical culture implement these goals and objectives? And if it does, how does it do it?

The Finnish physical culture has its roots in voluntary based citizen action. However, the society as such with its governmental procedures has played an important role while providing the physical and economic circumstances for promoting sports. The governmental actions have brought sports to an even more legalized level since the beginning of the 1980's when the Sports Act[1] was passed by the Parliament. The Act covers the distribution of labour in sports and the financial aid from the government through the municipalities to the sports clubs; and beginning in 1981, the Act provided specific financial aid for municipal sports administration. When operationalizing the more general goals of the society through sports legislation, the motivation for the continuing participation in sports and physical activity, as well as the creation of the positive circumstance for the participation in sports, indicates clearly the great importance of sport in Finland.[2]

There are statements in the Sports Act regarding exactly how the distribution of labor within physical culture should be carried out in principle. The public sector of the society takes care of the creation of the general circumstances for sports, such as the building and construction of sport facilities. But the carrying out of the physical activity belongs to the voluntary based sports organizations with few exceptions. These go along with the fulfillment of the needs of certain special population groups like handicapped persons, because the sports clubs do not have the leadership with the specialized education to take care of the sports and physical activities needed by these groups.

On the Status of Sport For All in Finnish Society

It is known that sport has a more or less significant role in the life of people in many social institutions of modern society. Especially the high level sports have been able to keep their status and even increase it when one surveys today's mass media. But at the same time its drawbacks and "secret means to win," or win at all costs, have raised some negative attitudes within the general public towards highly competitive sports. In

fact, there seem to be grounds to argue that modern sports programs, including the Olympic Games, today face the most serious crisis of their history.

On the contrary, sport for all as a social institution has gained relatively positive attention in society and even brought specific new dimensions for the ordinary layman to take care of his or her social, physical and mental welfare through sports. Studies show that sport for all has been able to reach new population groups, those the highly competitive sports have not been able to serve. Some of these groups include overweight people, women as a group, and young people, particularly children. Furthermore, the sport for all movement has taken on a new role in industries and especially in the recreation centers and other places provided for informal leisure purposes.

There is specific evidence which indicates that the sport for all movement has strengthened its status because it has been able, by its dynamic nature as a social institution, to recognize the dramatic changes that are taking place in modern society. A sociologist could state: sport for all has started "a silent revolution" which cannot be seen or read only in the magazines, video cassettes or tapes, but exists in the minds of people interested in a healthy personal life of their own and the sound development of the entire society.

How to Promote Sport For All — Organizational Interests?

The question has been raised: How to promote sport for all even in terms of the organizational spheres? Namely, it is not evident that sport for all fits, without argument, the same kind of organizational framework as highly competitive sports.

Basically, sport for all has its origins in the individual and his or her interests in terms of recreation — the concept defined in the broadest way. By its nature, sport for all is an autonomous and individual centered type of activity, often quite far from that of organizational centered activity like competitive sports. Therefore, the promotion of sport for all provides, firstly, knowledge of the meaning and the effects of the specific kind of activity, and secondly, the creation of the external circumstances for the activity. There is scientific evidence which proves that the values connected with carrying out sport for all differ from those generated by competitive sports.

Against this background the efforts trying to connect sport for all and the competitive sports within the same organizational frames can be strongly questioned. Though it seems proper in the international level to connect sport for all with the action policy of the International Olympic Committee, this kind of policy can have unexpected consequences at the practical level. Moreover, it is proper to ask the question: Are the national federations for specific sports capable enough to also take care of the promotion of the entire sport for all program? If the answer is yes, then

a second question can be posed: Will sport for all as a mode of action be carried out in the same way as the national federations have conceptualized the values and action models of the specific comptitive sports they have been carrying out for decades? If the answer, furthermore, is yes, then it could be asked: What are the differences, if any, between the sport for all program and the highly competitive sport systems? There certainly are many differences, as described earlier.

In Finland the major central sport organizations are the SVUL (The Finnish National Sports Federation), the TUL (The Workers' Sport Federation), the CIF (The Finnish Swedish Sports Federation), and the SPL (The Finnish Soccer Federation). The binding of the promotion of sport for all with the national special sports federations would most likely not be fruitful. Namely, the special sports federations in the country belong, as organizational members only, to the SVUL. Therefore, that kind of resolution would leave a remarkably important population group out of the benefits of organized sport for all in terms of any international exchange.

There are grounds to state that the work of the sport organizations, the schools, the municipalities, as well as the government, have been effective in promoting sport for all among the citizens. Studies show that the percentage of those actively involved in sport for all varies from 65 to 72 percent. The amount of those belonging to sport organizations is, according to the latest research, 24 percent of the population, however, some earlier studies reported a membership of around 20 percent.

However, the majority of people practice sport for all outside of the sport club system. There are studies on motivation of the participants in sport for all which indicate that some of these people just want to be alone by practicing a sport for all like jogging or walking.

The Importance of Clean Nature

There is at least one factor creating better circumstances in Finland than in many industrial countries in regard to promoting sport for all: the dedication to maintain clean air and water. There are thousands of nonpolluted lakes and wilderness areas with a variety of birds and different kinds of wild animals. It is said that the rich treasure of Finland is her carefully preserved natural areas which offer enormous sport for all opportunities for everyone in the country during all four seasons of the year. In fact, what could be a better way to increase one's physical fitness in August and September than a four or five hour walk in the forests picking blueberries, red whortleberries or mushrooms.

Towards a More Holistic View

Some examples above give, if not evidence, at least guidelines as to which direction the sport for all movement is developing in a Scandinavian country like Finland. While competitive sport is still in the process of differentiation in terms of its participants, coaching methods, and organi-

zation, sport for all has its strength in the holistic conception of man, sport, society, and nature. While the technological development of society rapidly moves towards differentiation in work, it is still very important that people have an opportunity to make choices during their leisure.

But from a sociological perspective, sport for all is not just a hobby or an activity. It is, to a great degree, a way of life for individuals in modern society, full of opportunities and possibilities for everyone interested in his or her social, mental and physical well being. Therefore, there are grounds for the demand to carry out high quality scientific research, focusing on the different aspects of man in sport for all, as well as the meaning of sport for all in society. There are even grounds for the creation of a new kind of international cooperation between the industrial and the developing countries, for the purpose of promoting the ideas and ideals of sport for all around the world.

[1]Sports Act (1979) passed on the 21st of December in 1979. No. 984. Sports Statute (1979) passed on the 28th of December in 1979. No. 1085.
[2]Committee for Sports Acts (1976) Committee report. No. 87. Helsinki.

Republic of China Sports Federation: Present and Future

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The Republic of China University Sports Federation (the ROCUSF) was founded September 9, 1957, under the first president, Dr. Su-Liang Chien, President of National Taiwan University. It was originally composed of twelve institutions and 60 individuals. The Federation was created to promote physical education and sports. It offered opportunities for college students to engage in sports contests with emphasis on improving communication between different schools and techniques in sports. With the efforts of the presidents in the past twenty-six years, the ROCUSF now has 115 institutions and 1077 individuals as members. It is now a large organization and it operates to uphold the standard of sports domestically and promote sports activities internationally.

The purpose of the present paper is to indicate the present condition and the future outlook of this organization. Under the current president, Dr. Shou-Shan Chang, President of National Kaohsiung Teachers' College, the ROCUSF, having the past twenty-six years' experience as its basis, is heading toward a newer and more challenging future. It still aims to provide opportunities for sports competition for institutions of higher learning in Taiwan, to uphold the standard of sports in our country, to promote international friendship and world peace, and to imbue young people with the value of serving and understanding others.

The history of the ROCUSF is briefly introduced here. The ROCUSF is officially recognized by the Olympic Committee/Republic of China and the Ministry of Education, and encourages all colleges and universities to participate in international sports activities. It is a sports body in charge of inter-collegiate sports competition, teaching, and academic research in physical education. The achievement of the ROCUSF has been greatly appreciated by the Ministry; the Minister is invited to serve as honorary president of the organization.

The ROCUSF holds membership for the following associations and federations: Track and Field, Swimming, Football, Basketball, Volleyball, Fencing, Cycling, Gymnastics, Boxing, Tennis, Softball, Handball, Hockey, Wrestling, Weightlifting, Judo, Table Tennis, Shooting, Badminton, Rugby, Ken-do, and Winter Sports.

All colleges, junior colleges and universities in the Republic of China are qualified to apply for membership in the ROCUSF and 115 institutions are currently members. The organization and its achievement are far above the American AAHPERD and NCAA. The General Assembly of the ROCUSF is invested with the highest power and is composed of delegates from participating institutions. The president is elected by the delegates for a two-year, non-consecutive term. The delegates also elect twenty-five executive committee members. The director of physical education of the school from which the president of the ROCUSF comes is appointed as the head of the executive committee and as secretary-general of the ROCUSF. Under the secretary-general are departments in charge of sports contests, academic affairs, general affairs, and public relations.

Design and Execution of Sports Contests

The Executive Committee designs activities for contests, their time, location, and sponsoring schools. Generally speaking, locations vary each year. For the purpose of fairness, participating institutions are classified into either category A or other colleges, category B. Five-year junior college men students and women students belong to their respective categories. In an academic year, contests of each activity are held only once, according to the seasons of the year.

There are also contests between staff and faculty members of different institutions in such sports as basketball, table tennis, tennis, etc. These contests contribute to understanding among staffs and faculties of different institutions.

In the 1982-84 period, the total number of participants in the contests was 14,318 from 110 institutions. The participating schools constitute 95.6% of the total number of schools in our country. The number of participants in area and intercollegiate contests was 69,446, which is 47.16% of the total number of students (147,237) of all institutions. We are proud that contests have been warmly accepted.

Since 1968, the ROCUSF has sponsored symposia open to all members. In each symposium annually, papers are designed thematically and discussed; their conclusions are often later accepted as policies to be followed by all institutions. I firmly believe that the symposia have contributed much to upholding the standard of our physical education.

International scholars and experts in sports and physical education are invited to attend congresses. On August 11, 1975, 100 of the ROCUSF members attended and read 35 papers at the Asia-Pacific Congress on Health, Physical Education and Recreation (APCHPER) in Taipei. On August 19-27, 1980, at the Internation Physical Education Federation

(FIPE) Annual Congress, 120 representatives from the ROCUSF attended and read 10 papers. The Conference on Physical Education Research Finding, 1984 will be held at National Kaohsiung Teachers' College on July 11-13, 1984. Being in charge of the Congress, the ROCUSF invited ten scholars from the USA, Japan and Korea to read six papers. One hundred twenty-five members of the ROCUSF will also attend and read twenty papers. The congress will be chaired by Dr. Shou-shan Chang.

International Sports Activities

The ROCUSF sent twelve student representatives to learn cricket in Australia for one month. In 1966 and 1972, delegations were sent to observe the Asian Games and the Summer Olympic Games, Munich. In 1972, a delegation was sent to attend the Fourth International Collegiate Winter Games, Lake Placid, Canada. In November, 1974, another delegation was sent to attend the Fourth World University Judo Championships held in Brussels, Belgium. In 1982, a baseball team was sent to attend the Crown Baseball Game in Guam; after the event, the same team visited American universities in the Far West to promote friendship between the people of the USA and the Republic of China and to uphold our level of baseball.

In order that star-teams of different events could have the opportunities to visit and receive training in foreign countries, teams of baseball, basketball, rugby, track and field, fencing, and taekwondo were formed. These teams visited Japan, Korea, and other Asian countries and areas so that athletes could be well acquainted with the meaning of the exchange of international sports competition, and their sports techniques could be greatly upheld to a new plateau.

Future Outlook of the ROCUSF

With the past twenty-seven-year history and under the leadership of the past presidents, the ROCUSF has attained great achievement in designing sports contests and offering relevant services. Right now, during each semester, contests of as many as sixteen events are being offered to both students and faculty members throughout the country. The number of participants is getting greater and greater; the number of events for contests is also getting greater and greater. It is for this reason that the workload is getting far too heavy for the ROCUSF to carry. It is thus essential that changes be taken to solve this problem:

1. The ROCUSF must have a permanent establishment. The alternate two-year term of a president inhibits the continuity of the administration, especially in the continual contact with foreign countries and organizations.
2. The ROCUSF must apply to the FISU for membership in order that it may participate in international sports contests.
3. The ROCUSF must simplify sports contests and follow the model of small world intercollegiate contests; the ROCUSF must centralize contests of all sports events.

4. The ROCUSF must vigorously offer college students opportunities to take part in international sports contests to improve techniques and promote world peace.
5. The ROCUSF must from time to time invite foreign college teams to visit the Republic of China, so that young people here can learn from them and improve understanding among peoples in the world.
6. The ROCUSF must offer students meaningful and healthful recreational and sports activities.

Appendix

International Symposium On Sports For Everyone

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Substantial financial assistance for the Symposium was provided by:

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